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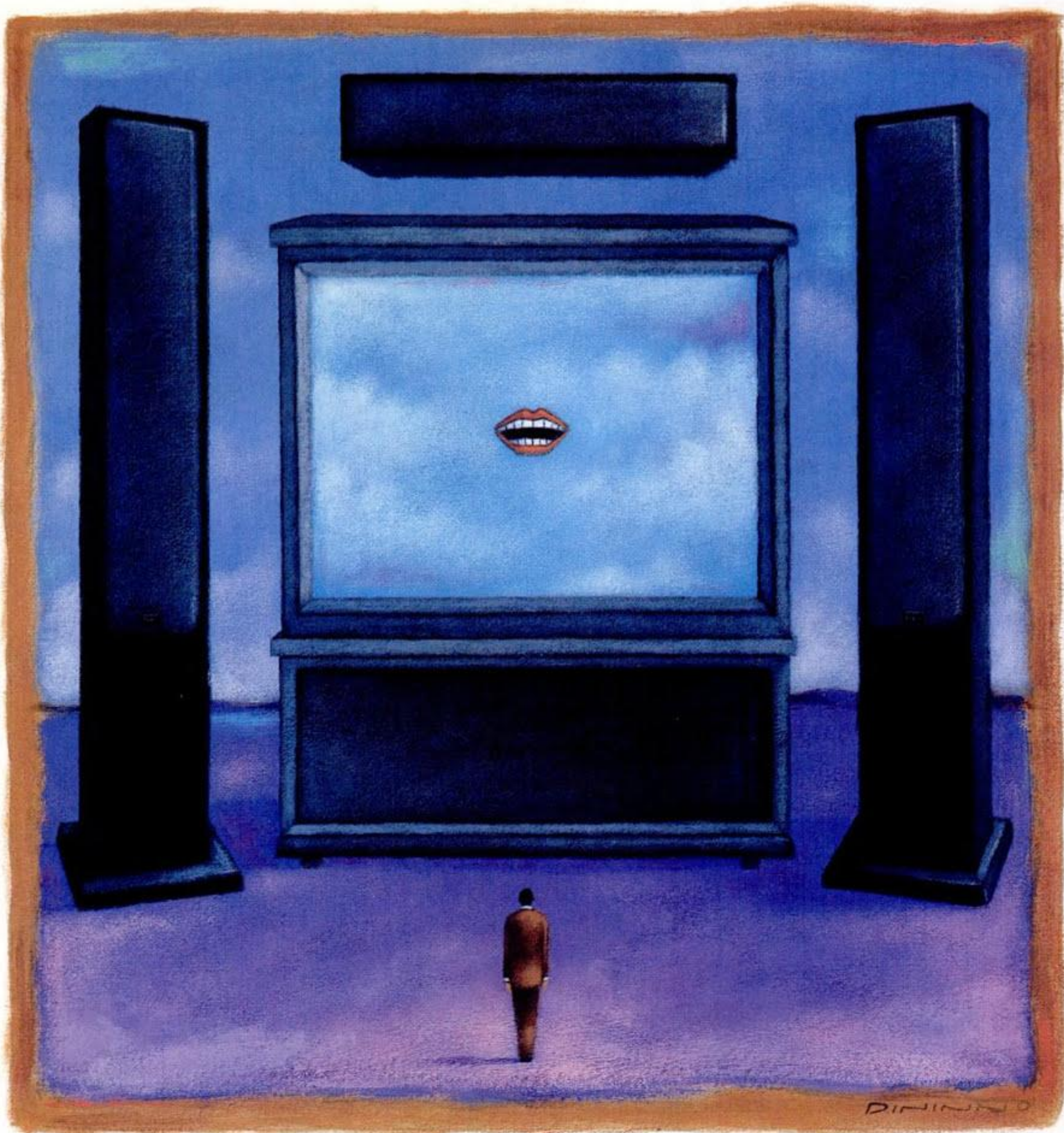
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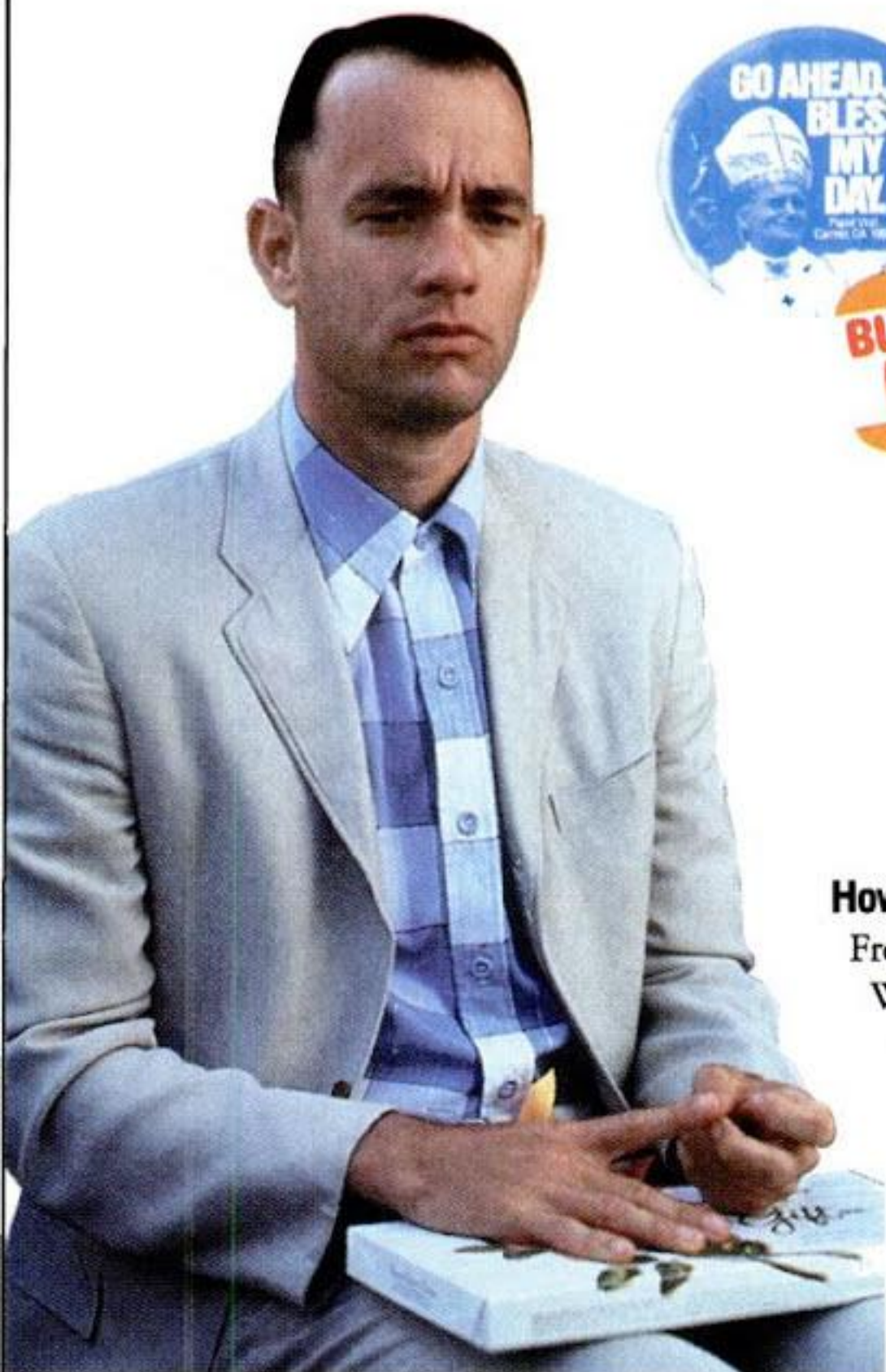
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January/February 1995 Volume 9, No. 9



Features

How Much Is That Degree in the Window?

From Woody Allen to Hannibal Lecter, smart guys are on the run. What's happening? SPY trend-watcher **Paul Iorio** examines the dumbification of America and the subsequent rise of *faux* smarts. Along the way, he negotiates the sale of a phony MBA degree, brokers a couple of dubious book deals, and points out the efforts of those who wish to simply *appear* smart. Or did you really think Sylvester Stallone needed those nonprescription eyeglasses?.....**36**

The SPY 100—Plus One

Our annual, completely scientific, nothing to do with our personal opinions about dubious characters like the Huffingtons or Forrest Gump or Barbra Streisand, purely based on the facts as we know them, ranking of the year's most annoying, alarming, and appalling people, places, and things. Plus bonus feature—O.J., off the graph. By **Alex Gregory and Peter Huyck**.....**44**



Boyz in the Designer Hoods

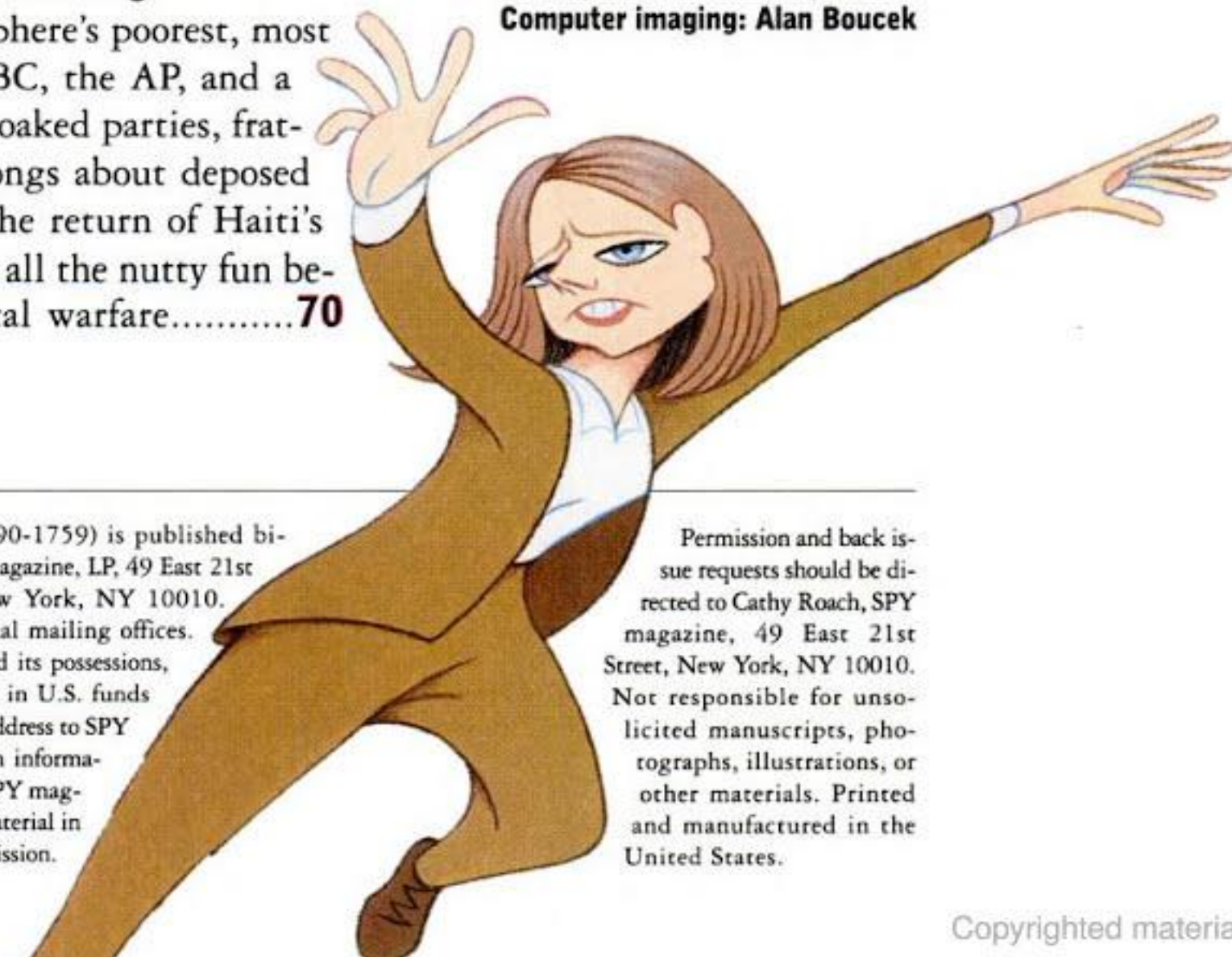
Last year it was Timberland. Before that Polo, Tommy Hilfiger, Patagonia, and L.L. Bean. This winter, what's the well-dressed gangsta wearing? Order from our distinctive catalogue.....**63**

The Journalists Are Coming! The Journalists Are Coming!

What do you get when you invade the hemisphere's poorest, most illiterate country with CNN, ABC, CBS, NBC, the AP, and a couple thousand overanxious Marines? Rum-soaked parties, frat-house high jinks, phone pranks, and dirty songs about deposed leaders and their mothers. After attending the return of Haiti's Jean-Bertrand Aristide, **Vernon Silver** reveals all the nutty fun behind syntactical warfare.....**70**



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The Industry

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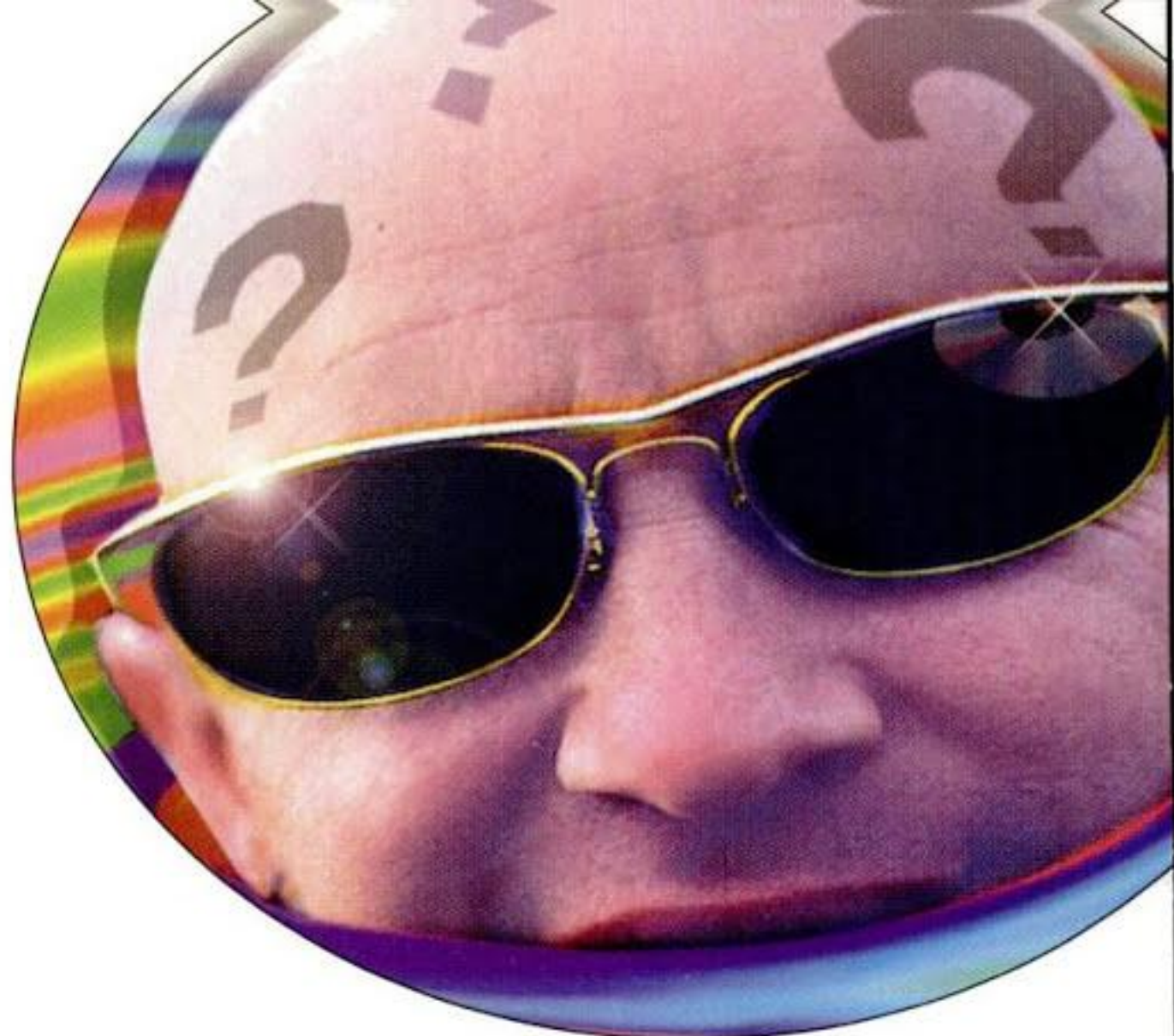
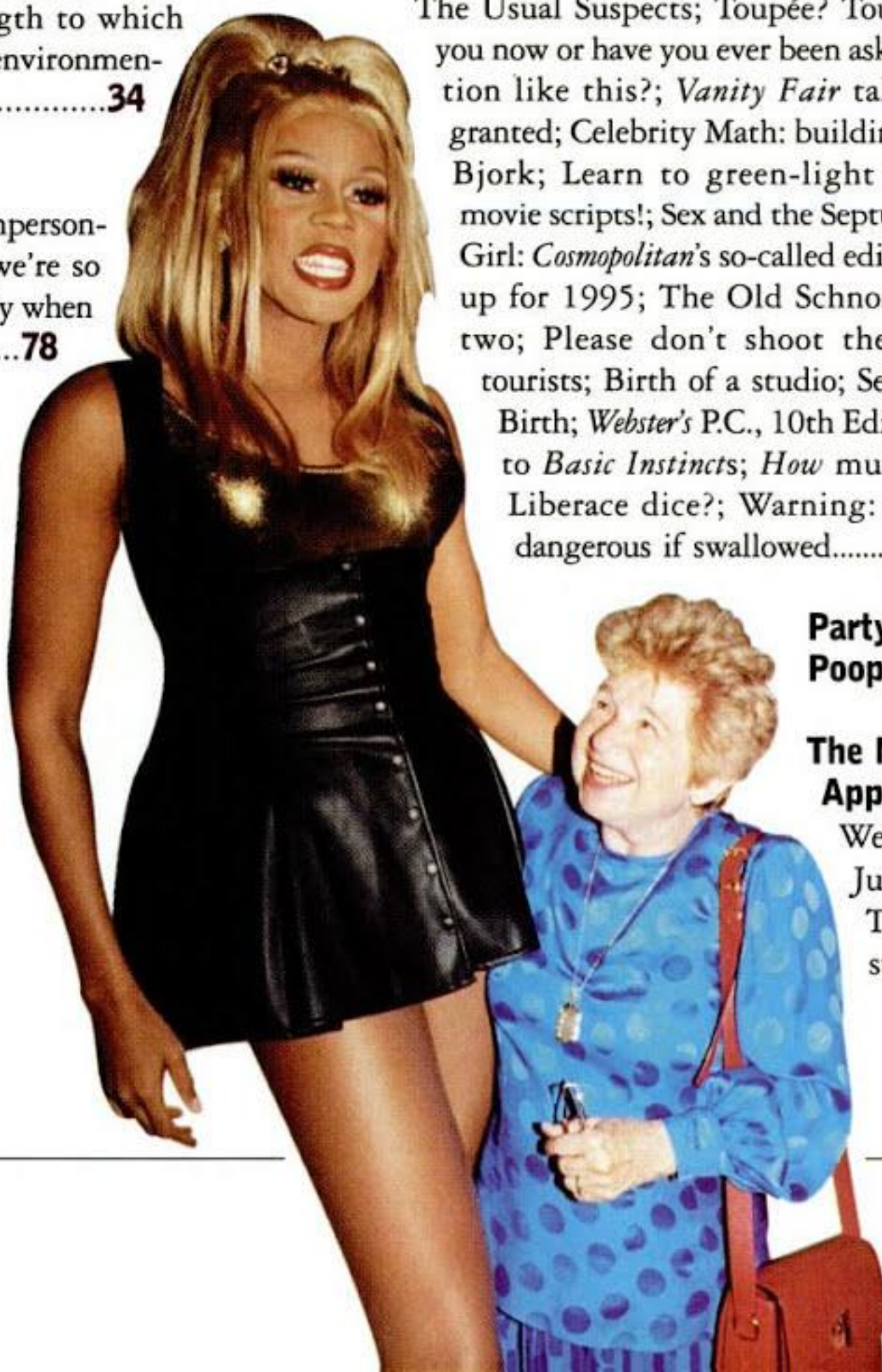
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"My favorite liquor store, Pete's Oasis, has been burglarized on two occasions. Both times, only the Maker's Mark was taken."

-J.B., Apalachicola, FL

I guess we should be flattered that some folks will go to such extremes for a few bottles of our whisky. But robbery may be going a bit far, even for a serious Maker's Mark fan.

After all, we have a tough enough time spreading around what little whisky we make for those willing

to acquire it by legal means. And we apologize if you're sometimes unable to find a bottle at your favorite liquor store. Be assured there's always a little more on the way.

Except at Pete's Oasis in Apalachicola, Florida. It seems Pete stopped buying Maker's Mark to keep from being robbed again...and from having his insurance cancelled.

Bill Samuels, Jr.

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Stupid Chic



At the end of something (a year, say), one is apt to look back upon certain events with an air of nostalgia, breathe a sigh of longing for old faces recently faded from memory, and ascertain their place in the realm of newfound history. One is also prone to asking all those "what-have-we-learned-from-this" types of questions—struggling desperately to fit a supposedly random series of events and personalities into an orderly progression. We may have had to live through it all, goes the thinking; but dammit, we've learned something in the process! Mostly, what can be done to prevent it from happening all over again the next year.

Inevitably, over that same period of time, one or two familiar faces will disgrace themselves, another will be re-elected to high office, and still a third will primp for parole boards to expedite being released from prison. Occasionally, as in the case of Marion Barry, the faces will all be the same.

By many accounts, 1994 was not a year for smart people. (Although, in response to questions about his mental prowess, Michael Huffington *did* answer, "I remember making over 700 on my SATs.") When Judge Lance Ito asked jurors in the O.J. Simpson case which three TV shows they "cannot live without" while being sequestered, among those chosen were *seaQuest*, *The Cosby Mysteries* and *The Home Shopping Network*—edited, of course, to remove any news blurbs or information about the trial they may come across while viewing.

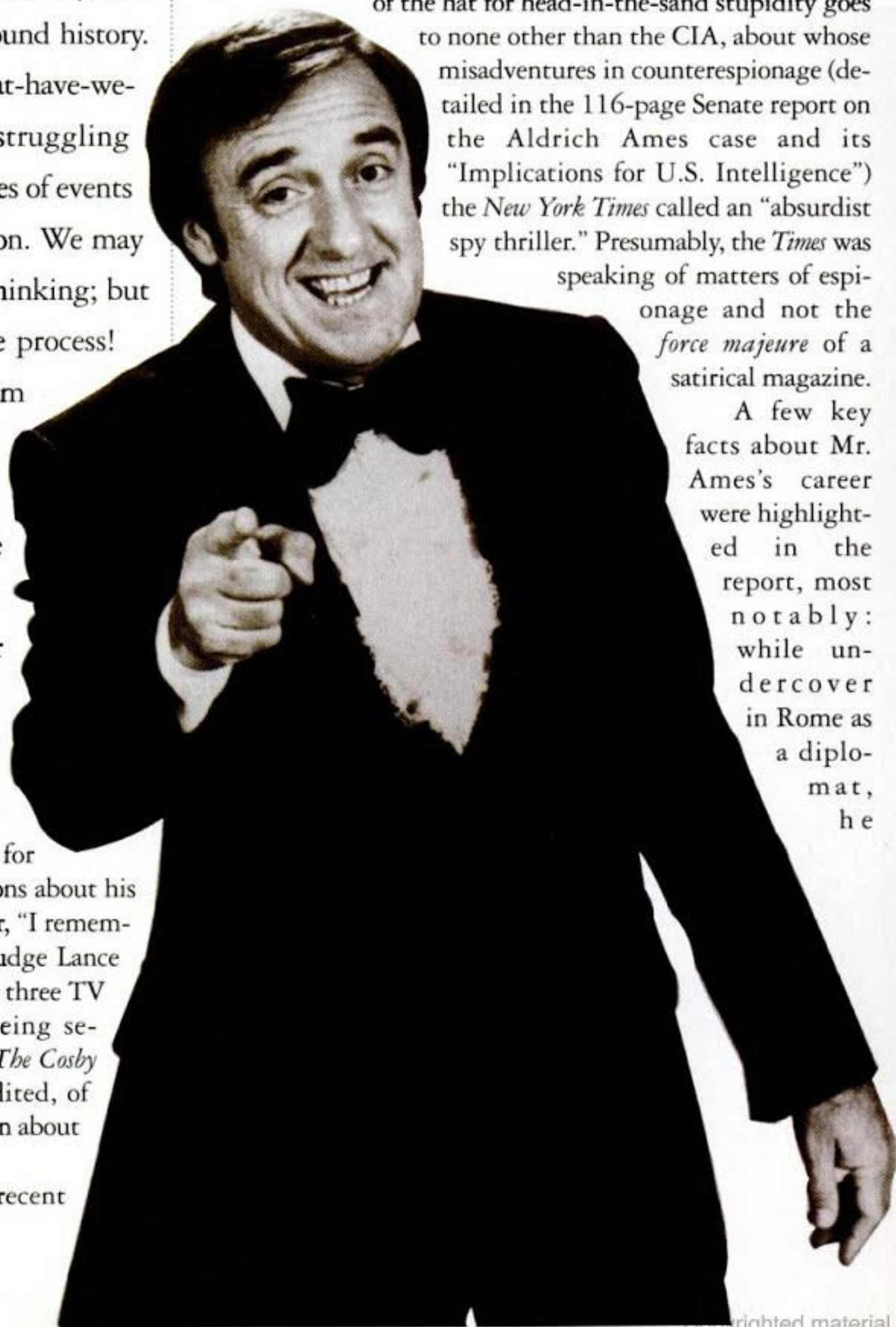
This past year, more than any other in recent



memory, stupidity was clearly in vogue. Responding to SPY writer Paul Iorio's article on the Disneyfication of America, Congressman Robert "B-1 Bob" Dornan remarked on the need to clarify a few of his comments: "We need to cross a few Ts and dot a few, uh, other things." But, all Gumpness aside, the tip of the hat for head-in-the-sand stupidity goes

to none other than the CIA, about whose misadventures in counterespionage (detailed in the 116-page Senate report on the Aldrich Ames case and its "Implications for U.S. Intelligence") the *New York Times* called an "absurdist spy thriller." Presumably, the *Times* was speaking of matters of espionage and not the *force majeure* of a satirical magazine.

A few key facts about Mr. Ames's career were highlighted in the report, most notably: while undercover in Rome as a diplomat, he



flew to Switzerland and deposited about \$1 million, and took to wearing \$1,000 suits and soft leather loafers. Delicate arches notwithstanding, Mr. Ames also showed a remarkable lack of prowess for holding his liquor. After lunches with a Soviet official, during which he handed over secrets, Ames would return to his desk and fall asleep.

In September 1992, at a liaison meeting with foreign officials, the report states that Ames made "inappropriate remarks about CIA operations and personnel and passed out at the table." That same year, his annual appraisal rates him as "a strong performer."

Well, you may ask, surely someone must have noticed something was off kilter. I mean, *eventually*. Yes, of course, every good criminal is at the mercy of those intelligent few around him who may suspect evil doings. In 1993, while in Turkey, Ames brought his laptop computer—crammed with stolen classified data—to an international conference. When his boss asked to borrow it to play computer games, Ames amiably consented. After calling up the directory, however, the boss noticed that it contains reams of classified information and a big file named "Vlad." Almost immediately, he becomes suspicious.

Granted, it takes a little time; but eventually, most people *do* catch on. Like the imposingly official-looking letter we received awhile back from The White House, specifically from Assistant Counsel to the President Marvin Krislov, who warned us: "An advertisement involving an implied endorsement by the President was sent...in a complaint about an unauthorized use of the President or image for commercial purposes." Mr. Krislov then went on to warn us, "White House policy forbids the use of the President's name or image to suggest endorsement

or approval of a commercial product or service, regardless of its merits."

Now, it can be argued that Mr. Krislov was merely doing his job, warning us to stop trying to sell the President to Red Man chewing tobacco and other such companies. Then again, the letter in question was dated November 1, several days after the SPY issue revealing the presidential prank had hit local newsstands.

Nevertheless, Mr. Krislov's comments aside, we feel about President Clinton pretty much the same way Barbra Streisand does: "I think [his detractors] are jealous...of a President

who is very young, very smart, very nice, with a full head of hair!" But, one may wonder, does she feel the same way about the balding Prince Charles—another dubious figure of 1994, with whom she recently shared tea during his West Coast tour?

The prince, it seems, knows his way around Hollywood.

After dining chez Aaron Spelling one evening, Charles attended a reception hosted by *New Yorker* editor and self-styled British expatriate Tina Brown. "The prince is cool!" pronounced Oliver Stone, also in attendance.

In sum, 1994 may prove to be a year like many other years—a series of strange coincidences and odd connections thrown together and expected to reproduce. And we're not just talking about Michael Jackson and Lisa Marie Presley. When David Hockney observed during a Royal Shakespeare Company performance of *Henry VI* that it was the first time he'd seen one of the bard's monarchical plays "with a member of the family" present, Prince Charles remarked that, actually, he was "descended from Vlad the Impaler."

Can there be any connection between this Vlad and the one discovered by an alert Aldrich Ames superior? At the end of something, it's so damned easy to be cynical. ☹



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From the SPY Mailroom

Hoo boy, are we disappointed. No, not about the fact that Michael Huffington and Oliver North both lost their elections (thereby ruining two perfectly good cover ideas for this issue—not to mention endless excuses to bash them). Rather because we go to all the work of setting up a perfectly good contest, offering glamorous prizes beyond anyone's wildest dreams...and not one of you comes up with the right answer!

Okay, it's true. We *do* think we're oh so smart when we come up with our cool new "SPY List" every issue. Then we sit back, kick our feet up, and worry that perhaps many of you just aren't all that familiar with "People Who Make the Best Curry Tuna in Our Neighborhood" or "Girl or Boyfriends We Wish We Could Sleep With One More Time." But, dammit, these things are important to us! That oughta count for something!

Some of the more desperate guesses for our last list include, from Kaela Parkhouse and Mike Cramer of State College, Pennsylvania: "All of these people were [once] fat little kids"; from Timothy Roven of New York, New York: "Everybody spends hundreds of dollars a year on hair-care products"; from Jay Robins of Decatur, Georgia: "They were all featured in a Barbara Walters special"; and the pièce de résistance, from Morgan Hobbs of Seattle: "They are all, in one way or another, has-beens." Mr. Hobbs then goes on to explain his theory, revealing a train of thought that Oliver Stone would find confusing: "Gleason, Kinison, and Phoenix are dead...Coleman was once an actual child...while Steve Howe was at one time no more than

Cries and Whispers

Your magazine is no longer funny. The SPY I knew and loved was like an incendiary device thrown through the plate-glass window of the entertainment industry, a flash of revenge by writers against the MBAs, lawyers, hoods, and other insipid assholes who've turned American culture and politics into a cesspool. The old SPY knew good humor is predicated on being truly malicious. You were once as nasty as the sociopaths you did battle with, and most of them weren't laughing.

Zeke Richardson
Los Angeles, California

You guys at SPY are certainly on the cutting edge of culture, as the *New York Times* might say (and quite often does). Hardly has my December issue arrived when that eighties dude, Duran Duran ["Eighty-something"], showed up again and sprayed the White House with a round of bullets from his illegally bought Chinese SKS automatic weapon—manufactured, no doubt, in a facility operated by Red Army entrepreneurs ["Re-education Through Labor"].

Keep up the good work.

John Boland
Godfrey, Illinois

Re your latest: "All the President's Brands." The President eats grilled Spam sandwiches. Hillary chews tobacco. Snapple on the podium. It's great. It's wild. It's plausible. It's vintage SPY and it's good to have you back.

Sharon Cook
Beverly Farms, Massachusetts

SPY magazine back? Look, I think we've had enough of this irritating, ultra-hip rag. When will one of your editors realize that your magazine suffers because it entirely lacks a purpose. Is it a humor magazine? I haven't figured [out] where I'm supposed to laugh. Is it biting satire mocking Hollywood and our country's obsession with celebrity? I guess. Or does your name

imply that you give cool counterculture insight, as spies of this country's political and corporate worlds?

Also, what kind of arrogant magazine takes a full page to sell back issues? Do you think we *want* them? My year's subscription cost \$10, the same price at which you sell the February '94 issue. Let me ask you something: would you like to buy mine back? Only \$2! Think of that profit margin. Hardly been opened. I'm sure it'll be worth a hundred times that some day.

Joseph Birbiglia
Shrewsbury, Massachusetts

Unfortunately, we're not allowed to buy back old issues from readers, but perhaps we can broker a trade. SPY's Official Guide to Where to Laugh sells for only \$29.95. For you, the February issue and \$15 cash. Deal?

It figures that just after I decided not to renew my subscription, you folks would produce the brilliant December issue. Messrs. Gregory and Huyck's back-to-back satirical stunts in "N.Y. Urban Survival Guide" and "All the President's Brands" deserve a prankster's Pulitzer. Make that two Pulitzers.

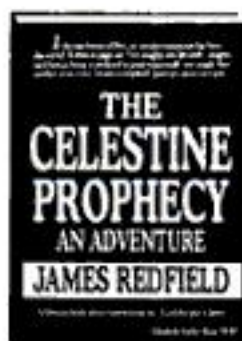
However, you would surely lose votes for the hilarious but unconscionable "How to Succeed in Show Business Without Really Trying." Publicity-seeking protesters, suborning corporate shysters, and even drooling, wolf-whistling pedestrians deserve to have their cankerous legs pulled, but the folks in your talent search just wanted to get a job.

Think about how much of their time you wasted—time they could have spent lining up for an "America's Funniest People" audition at a shopping mall. Shame on you.

Maureen Dyokas
Ann Arbor, Michigan

Just so you'll know, I was in a bookstore in Phoenix when I saw you had been resurrected. I squealed, shoved someone else aside, and desperately clutched the issue as I confirmed to all around me that the SPY

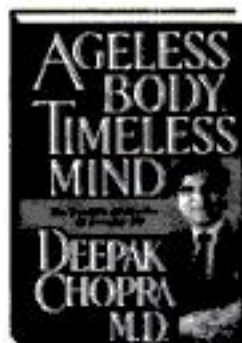
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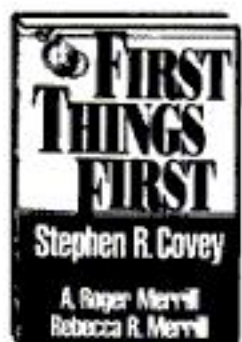
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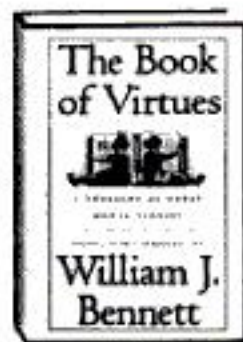
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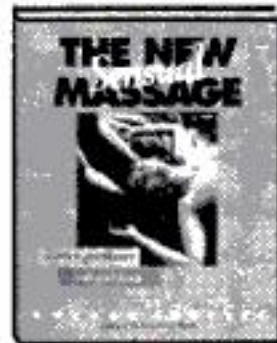
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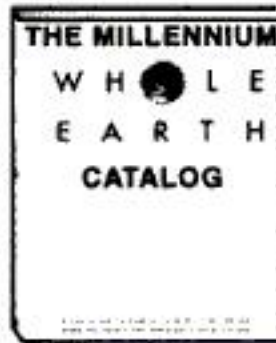
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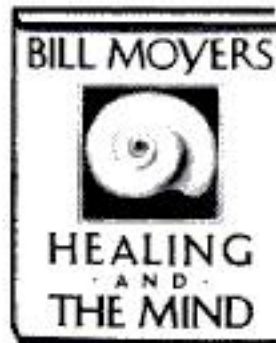
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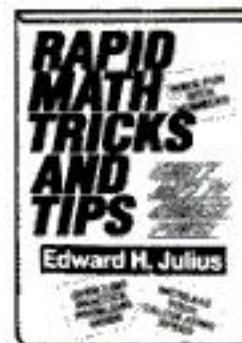
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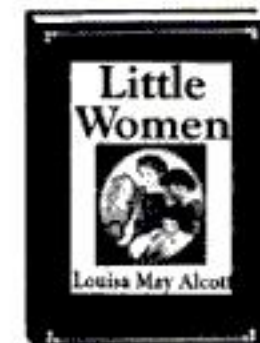
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Letters to SPY

a fertilized egg."

Clearly, Mr. Hobbs needs a vacation. And now, for the answer...oh, never mind. We don't think we'll tell you after all. Maybe we'll just run the same list over and over until you get it *right*. Maybe you'll just have to sit quietly with your hands folded until you come up with the answer yourselves. Think we're kidding? Think your precious "old SPY" would have done you any better, Zeke Richardson of Los Angeles, California? Did you ever, in your wildest dreams, have any idea what those "old SPY" lists were all about? Didja ever once get a free T-shirt out of those guys?

In the postscript to his letter, Zeke challenges: "I'm sure you'll have some smart, chic comeback, but for those on your staff who believe it's better to be back from the dead slightly out of kilter than not at all, consider a fresh reading of *The Monkey's Paw*."

Um, well—okay for you, Mister Man. There.

Boy, some of you can be really cutting. After buttering us up with a very nice opener, "I have decided that I would like to renew my subscription for one specific reason," Kristina Wicklund of Pullman, Washington, shows her true colors: "I will keep all of my issues on the back of the toilet seat, and every time I go in to lay a big B.M. I will wipe my ass with the pages of SPY magazine."

Uh, very nice image there, Kristina. And you can probably expect a letter from Chuck Berry's office any day now.

Granted, not all of you are so mean, and we're glad to hear from those who like to keep up the SPY tradition of poetry and anagram submissions. From James Bosakowski of Cambridge, Maryland, come these suggestions:

Robert K. Dornan: Rant + Boner = Dork.

reader is not a safe, respectable citizen.

I also attribute the demise of my marriage to your magazine, as my constantly laughing out loud and attempting to amuse my husband by reading him the articles annoyed him greatly.

*Laura Wood
Atlanta, Georgia*

Obviously, you are well rid of the lout.

Flights of Fancy

In the December SPY, Ellis Weiner, writing about a recent flying experience, describes the terror he felt after his jet's "plunge-and-recovery." In the same issue, Vernon Silver describes the "loss-of-hydraulics" incident which occurred in a jet in which *he* was recently a passenger. Coincidence? Or conspiracy? Are such in-flight incidents among SPY writers so frequent now that SPY's copy editors have adopted a standard of hyphenization in describing them? Either way, if I ever find out that I'm on a flight on which a SPY writer has also been booked, I'm gettin' the hell off.

*Jeff Brown
Chicago, Illinois*

Castro Convertible

Bravo! Having read December's article on the existing situation in Fidel's Cuba ["Groucho! Harpo! Chico! Fidel!"], and myself being a Cuban-American, let me take this opportunity to thank Vernon Silver for his accurate yet painful portrayal of the conditions within Cuba.

One of the greatest attributes Cubans possess—much like SPY—is their ability to always keep their sense of humor. Unfortunately, nowadays, their chief joke-teller is also their once-admired leader. As Castro sees the world he created slowly unwind before him, one can only wonder what his next move will be. Maybe he'll ask for permission to live in Miami and have the U.S. government flip the bill. Hell, why not? This country grants immunity to everyone else.

*Alejandro Del Valle
Boston, Massachusetts*

Confusing the Issue

Could you (or Mr. Jared Paul Stern or Mr. Bret Easton Ellis) please explain to me the exact nature of the phenomenon which causes graduates of Bennington College to

refer to themselves in the "three full names" manner? I suspect it may have something to do with graduating from a college known for its outrageous price, a couple of sex scandals, and a hostile takeover by its president—which, in themselves, are *very* eighties.

*Jennifer Chapin Hopper
Bennington College, Class of '92
Mystic, Connecticut*

Not having my doctorate yet, maybe I missed something; but on page 11 of your October issue you state, "we defy you to find one single O.J. reference in this magazine." Well, only four pages later I see a reference to O.J.! Should I have scoured the magazine for more O.J. references?

*Paul Smithdale
Pittsburgh, Pennsylvania*

Gee, we don't know, Paul. Maybe when he's done with it, Joseph Birbiglia will sell you his copy of SPY's Official Guide to Where to Laugh.

Who's Mencken? Who's Malinovsky? [sic] Who's Carmen Miranda? What the hell are you guys *talking* about? And where's that cool movie reviewer with the top hat and monocle, whose reviews I really used to *trust*?

*Craig Broude
Los Angeles, California*

Craig, Craig, Craig. Everyone knows that Mencken, Malanowski and Miranda made up three-quarters of the famous St. Louis Browns infield back in the early twenties. And if you're referring to Walter Monheit, we regret to inform our readers that, pending the court's decision, his monocle has been temporarily retired.

Other Moans, Other Letters

I was so happy to see you back on the rack that I had this incredible orgasmic reaction. It was earth-moving!

*Pam Mathews
Tallahassee, Tennessee*

We can't tell you how happy we are to hear that. By the way, Editor Jim Mauro's private phone number is 555-6324. He's waiting for your call.

The biographical note about Jared Paul Stern in last issue's "Contributors" column has me worried. He says he subsists on a diet of John Cheever, Chet Baker, and Jim Beam. It's clear that behind this insouciant facade, he's hiding a very serious addiction.

I should know, I've been there. Oh, it starts off innocently enough. You dip into the *Collected Stories*, read one or two, and before you know it you start to identify things as "Cheeveresque." For no apparent reason, you quote him at work and at parties until your friends look at you funny. But you don't care. You go on to read *all* the stories. No doubt about it, you're hooked.

You tell yourself that you can stop anytime, but that's just not true. You're headlong into the throes of addiction; it's clear even to you, but you're still not quite ready to seek outside help. Until you sit down to a family dinner and start to see each member as an ill-drawn Cheever creation. This is especially weird because you don't live in the suburbs and no one in your family has a drinking problem.

Finally, you hit rock bottom, but where do you go? Who can you talk to? Who would understand? Certainly not your

friends. What help could they possibly be when the last novel they read was something by Bret Easton Ellis?

I'm here to say, Jared Paul Stern, that you need not flounder alone, waiting for intervention, like I did. Help is on the way! It's a 12-step program for Cheever addicts, and I hereby volunteer to be your sponsor. When you finally hit rock bottom, I'll be there, ready to guide you on the path to recovery, until you can stand up and say, "I am a Cheeverholic."

Richard Torregrossa
Coronado, California

SPY welcomes letters from its readers. Address them to the Letters Editor, SPY, 49 East 21st Street, 11th floor, New York, New York 10010. Or via e-mail at SpyMagaz@aol.com. Include your daytime telephone number. Letters may be edited for length and clarity. ☺

The Rush Limbaugh Show: Bum. Whale. He is through.

Tsk, James. Did you think we wouldn't notice the extra "e"?

And from James W. Mooney of Jacksonville, Florida, comes this Disney-inspired poem:

*When you wish upon a buck
We at Diz don't give a fuck
If you're not white and steeped in sin
You're Rich, you're In.*

All right, so we don't exactly get it—but it *does* rhyme! Unlike Mark Warrian's of Oak Lawn, Illinois, who includes the lines:

Three clouds overhead started shouting at me.

Still another cloud shouted something I could not make out,

But I definitely heard the name Gloria Steinem.

We don't know, but we suspect that if she's reading this, Ms. Wicklund right about now is heading straight for the can.

We've just been informed that the powers-that-be in editorial have no intention of rerunning the same "SPY List" over and over again, regardless of whether or not you get it. "For God's sake, give them the answer!" was the order from above. So okay, here it is: the personalities at one time or another all vomited in public. (Geez—and we were worried that George Bush would be a dead giveaway.)

But just to show you that we're not hard guys, that it's not all dollars and cents, we'll give a consolation T-shirt to Celeste Miles of Glendale, California, who wrote: "Your magazine is great, but the real reason I'm writing is to see if you'll print my name in your magazine. Also, can I have a SPY T-shirt?"

How can we let such shameless flattery, such obvious maneuvering to save a lousy couple bucks on a cheap shirt go unrewarded? Consider it on its way, Celeste!

By the way, you were talking about the "new SPY," weren't you? ☺

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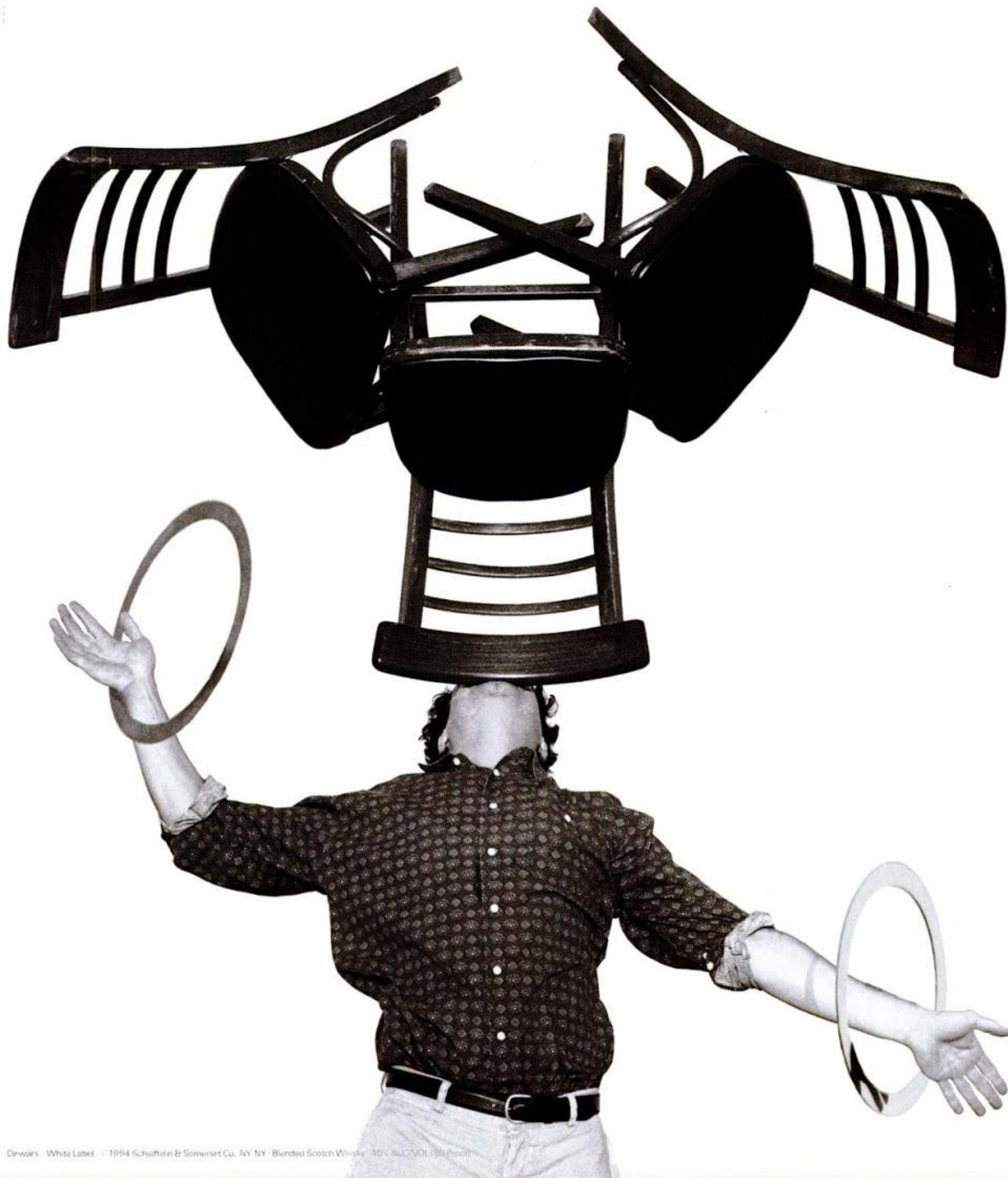
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It's not easy at first,
but hey, neither are
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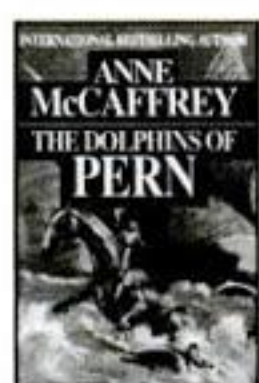
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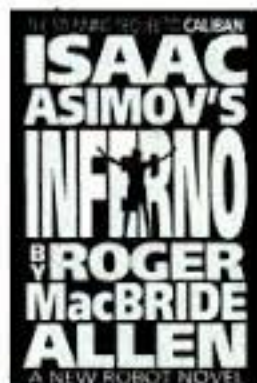
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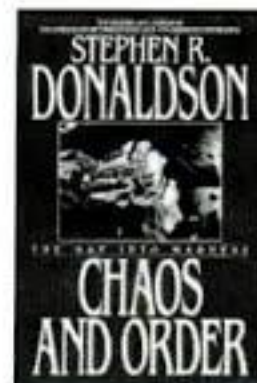
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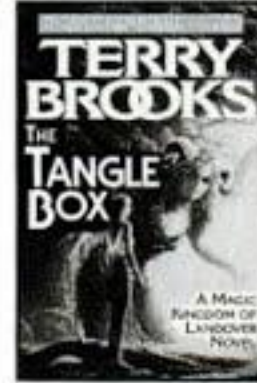
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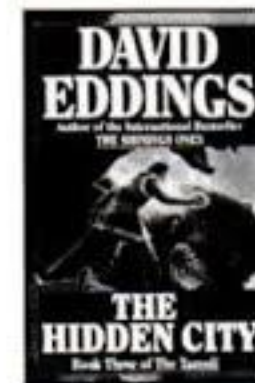
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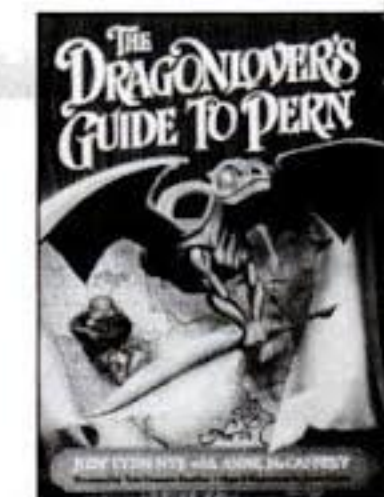
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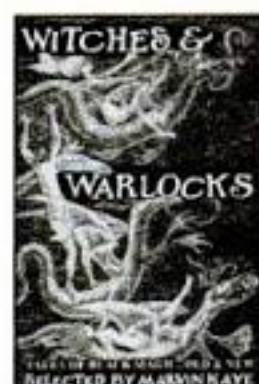
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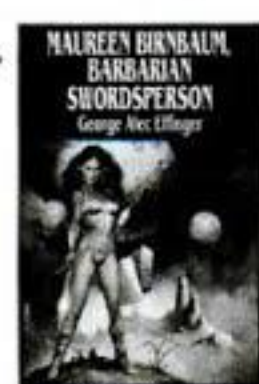
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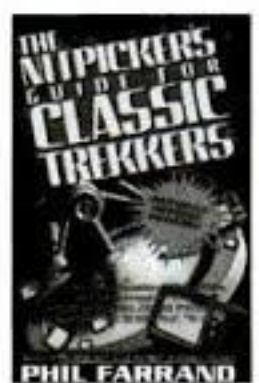
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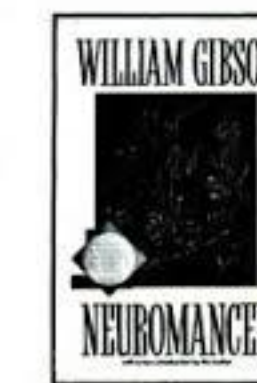
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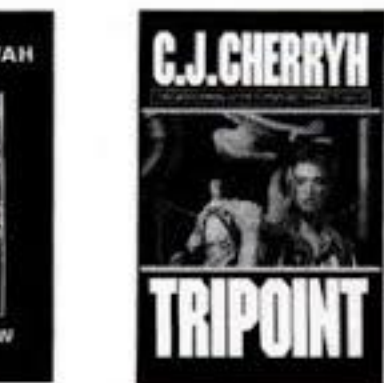
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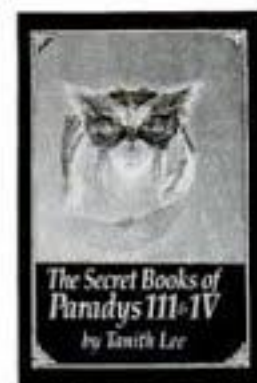
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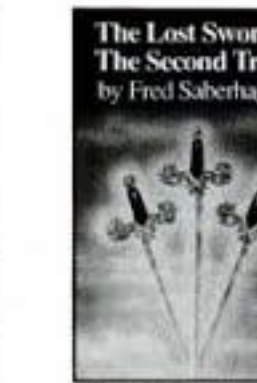
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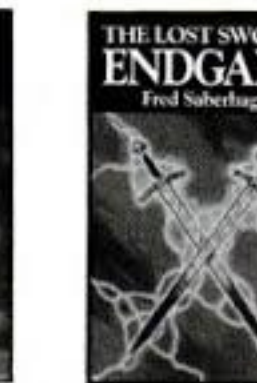
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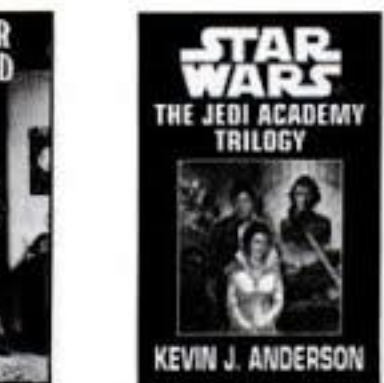
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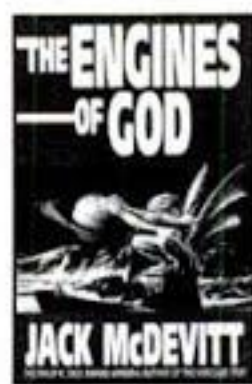
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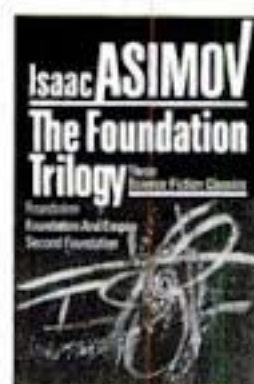
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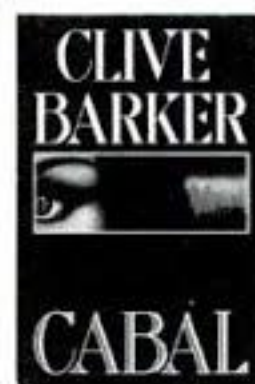
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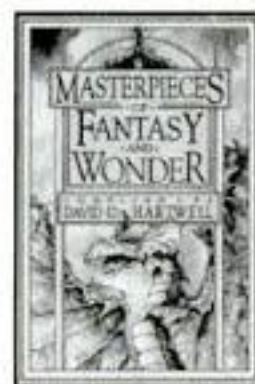
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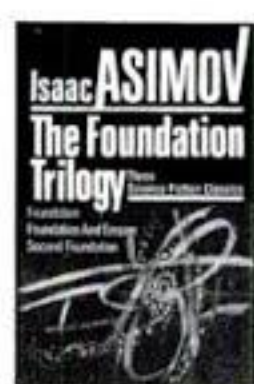
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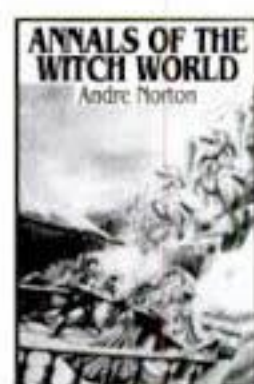
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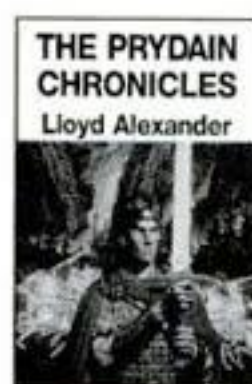
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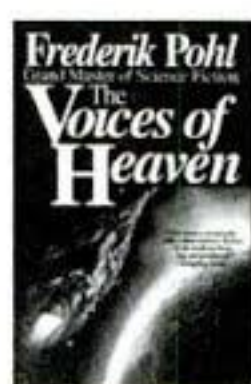
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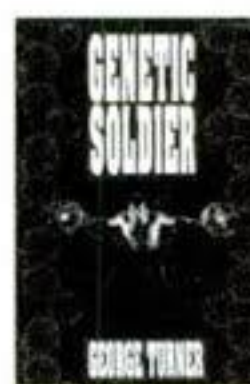
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The Usual Suspects

Do You Have Two Dimes for a Nickel?

The surgeons who conducted open-heart surgery on Disney CEO **Michael Eisner** may have performed a successful quadruple bypass, but apparently they neglected to remove the ice from his pericardium. According to industry sources, the highest-paid CEO in America isn't letting any of last year's \$203 million salary trickle down to his household help.

Reportedly, Eisner pays so little that one of his five housekeepers qualifies for government-funded day care for her children. In order to receive a subsidy from the private, non-profit agency that distributes the funding, applicants must earn less than 85 percent of California's me-

dian income. Eisner is reputed to pay his help under \$400 a week, gross—roughly his earnings per minute.



II

No stranger to cheapness, Bear Sterns CEO **Alan "Ace" Greenberg**—one of the highest-paid executives in America, according to *Forbes*—knows the value of a buck. Or half a buck. According to a high-ranking Bear Sterns executive, Greenberg, like many others at the firm, has his shoes shined regularly by a guy who works the building. Since the going rate is \$1.50 a shine, almost everyone gives him an even \$2.

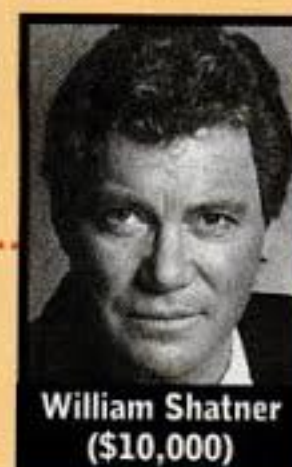
Follicle Follies

Magic Carpet Ride

Pulling the rug out from under America's top celebrities, SPY exposes the bald truth.

You see them on TV and in the movies. You buy their CDs, watch their videos, and attend their concerts. Occasionally, you may even take their advice. But one thing sticks in your mind and forces you to question their judgment: Why do they wear such bad toupées? Here, for the first time, SPY uncovers the truth about celebrity rugs—woven by artists, crafted over years of hard work, the world's best toupées are actually handed down over time from the top-notch celebrities, who can afford their hefty price-tags, to B-list and C-list celebs, who buy them slightly used and save a few bucks. The chart at right illustrates the recycling of three well-known toupée types, with their respective price tags.

The Curly Forehead



The Full Camouflage



Periodically Bald but I'll Wear It Anyway



The Fine Print

by Michael Applebaum

Don't worry, we're not looking for a hermit

Congratulations! You may have already qualified to be a juror on the O.J. Simpson case. We'll just have to ask you a few questions. The following are taken from the 80-page juror questionnaire used in the O.J. Simpson case.

Have you ever served in the military?

[Have you ever had] combat experience?

Were you ever involved in any way with military law enforcement, court martial or investigations?

While serving in the military, did you ever see one or more people who were seriously wounded? If yes, please describe.

While serving in the military, did you ever see someone being killed or who had been killed? If yes, please describe.

Was your spouse or significant other ever in the military?

Were you involved with your spouse or significant other when s/he was in the military? Has your spouse or significant other's military experience affected you?

Have you ever asked a celebrity for an autograph?

Have you ever written to a celebrity?

Have you ever experienced fear of a person of another race?

How would you feel if a close family member or relative married someone of a different race?

Except for Greenberg, who refuses to cough up more than \$1.50 *exactly*—even if it means digging around in his desk for a few nickels and pennies. Worse, when he heard that others in the company were regularly tipping the 50-cent difference, Greenberg put out the word that, from then on, no one should pay more than he. Once, according to the source, he could only come up with \$1.48, and vowed to make up the difference “the next time he saw him.”

III

With what must be her exceedingly generous Condé Nast salary, **Alexandra Penney** may know how to



tip well—it's only her closest friends (those she's crazy about for more than 15

minutes, according to an insider) who get stiffed. Anyone who's sat in one of her office meetings when Evelyn Lauder, her “flavor-of-the-month” friend, calls, knows the routine. Informed that Evelyn is on the phone, Penney will roll her eyes, hold the phone up to the group, and say, “It's Evelyn. Do I *have* to take this call?” The proper response is, “Yes, you have to take this call.”

Penney, satisfied that everyone will know just how much of an inconvenience this is for her, will then dismiss the group so that she and Evelyn can chat.



Totally Cary C. K. Dexter Haven, You Have Unsuspected Similarities

SPY spots *Vanity Fair's* Latest Trend

Does the illustrious *Vanity Fair* have a hidden agenda? The magazine's profiles of male actors in 1994 reveal a bizarre propensity to invoke the name of a particular Hollywood legend. Unhealthy obsession? Inside joke? You be the judge.

RICHARD GERE: “Typically, Gere fought success all the way; Jeffrey Katzenberg had to beg him to make the movie. ‘He turned us down at least twice,’ says Steve Reuther, who produced *Pretty Woman*. ‘He didn't quite see himself in the Cary Grant mold.’”—LESLIE BENNETTS, “TOP GERE,” JANUARY 1994

WARREN BEATTY: “Think of Clark Gable, Gary Cooper, Cary Grant, those icons of another era who seemed to be with us forever...who were still kissing Marilyn Monroe and Audrey Hepburn and Doris Day long past kissing time, and you begin to get the idea about Warren Beatty.”—DOMINICK DUNNE, “LOVE STORY,” SEPTEMBER 1994

GEORGE HAMILTON: “But following talents including Brando and Dean was problematic for someone who patterned himself more on Cary Grant and Errol Flynn.”—GEORGE KALOGERAKIS, “GEORGE AND ALANA,” AUGUST 1994

TOM HANKS: “Tom's got that boy-next-door thing that Jimmy Stewart had, as opposed to Cary Grant, who you knew you didn't live next door to....”—KEVIN SESSUMS, “TOM TERRIFIC,” JUNE 1994

JERRY SEINFELD: “There's something about Jerry that reminds me of Cary Grant, of all people. Cary Grant in his Hepburn-Russell period.”—MICHAEL M. THOMAS, “AIR SEINFELD,” MAY 1994



Greg Gumble (\$499.95)



Marv Albert (\$125)



Hector Elizondo (\$75)

THE FINE PRINT CONTINUED

Have you ever dated a person of a different race?

Have you ever been exposed to persons who exhibited racial, sexual, religious and/or ethnic prejudice?

When you were growing up, what was the racial and ethnic make-up of your neighborhood?

Have you ever consulted with an expert other than a medical doctor? If yes, please specify the type of expert and the purpose for which s/he was consulted.

When was the last time you contacted an expert, other than a medical doctor? How did you go about selecting the expert you contacted?

What factors would you use to determine whether an expert was qualified or not?

After consulting with the first expert, did you consult with another expert on the same subject?

Have you ever given blood sample (sic) to your doctor for testing? If yes, have you ever felt uncomfortable with the accuracy of the results?

Have you ever provided a urine sample to be analyzed for any purpose? If yes, did you feel comfortable with the accuracy of the results?

Do you believe it is immoral or wrong to do an amniocentesis to determine whether a fetus has a genetic defect?

Have you or anyone close to you undergone an amniocentesis? If yes, were you confident in the accuracy of the results?

Did you take science or math courses in college? If yes, please list them.

Please check the answer which best describes

naked city

Hollywood Canteen

Coming Soon: *Buckwheat—The Movie*

So you think because you watch *Entertainment Tonight* and read *Premiere* that you're wired into the Hollywood scene? Here's your chance to prove that you're worthy to be an overpaid studio exec who green-lights feature films. Just take the entrance exam below to figure out which films are phony and which are actually in production or development at a major studio.—*Dave Garrett, Jason Ward, & Raymond Ireland*

TRUE OR FALSE?

1. **Fat Albert: The Motion Picture** (comedy)

America's favorite morbidly obese teenager comes to life on the screen in this live-action adventure comedy.
EXEC. PRODUCER: Bill Cosby
MUSIC: Naughty by Nature, the Temptations, Kid 'n Play, Salt 'N' Pepa, Gladys Knight & The Pips

2. **Southern Discomfort** (comedy)

In order to claim an inheritance, a Brooklyn cab driver must run his cousin's brothel in the Deep South for six months.
CAST: Denis Leary



3. **Doctor, Lawyer, Indian Chief**

(romantic comedy)
A surgeon accused of malpractice must enlist her ex-husband, an attorney, to defend her.
CAST: Sharon Stone
DISTRIBUTOR: New Line Cinema

4. **Mango** (action/comedy)

A streetwise, cynical cop is involuntarily teamed up with an orangutan, who ironically turns out to be the best partner he's ever had.

EXEC. PRODUCER: Mike DeLuca
DISTRIBUTOR: New Line Cinema

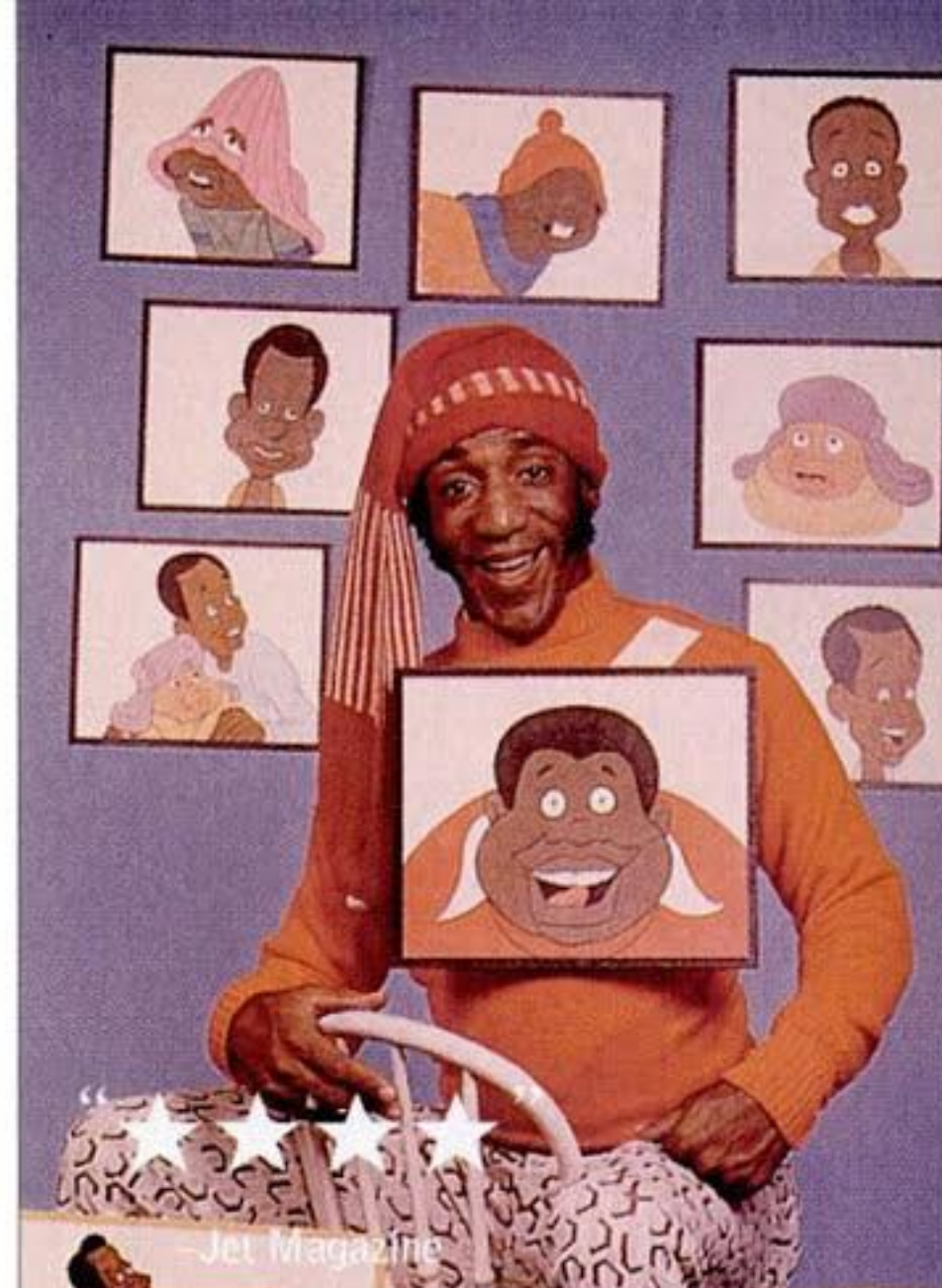
5. **T-Rex**

(action/comedy)
A streetwise, cynical cop is involuntarily teamed up with a dinosaur, who ironically turns out to be the best partner she's ever had.

EXEC. PRODUCER: Mike DeLuca
DISTRIBUTOR: New Line Cinema
CAST: Whoopi Goldberg, Richard Roundtree

6. **Senator Sandbox** (comedy)

Due to a misunderstanding, a



mentally disabled man is appointed to Congress, placing him in hilarious situations.
DIRECTOR: Penny Marshall
CAST: Randy Quaid

7. **Fatty: The Fatty Arbuckle Story** (drama)

The rise and fall of Hollywood's original comedic giant.
DIRECTOR: Warren Beatty
CAST: Dan Aykroyd, Annette Bening

8. **Lost in Space: The Movie** (action/comedy)

Based on the classic series. The Robinson family lose their way in space with a smart-aleck robot and an effeminate scientist.
EXEC. PRODUCER: Mike DeLuca
DISTRIBUTOR: New Line Cinema

9. **The Bee** (comedy)

An average man gets locked out of his house and is further frustrated by a pestering bumble bee.
PRODUCED, WRITTEN, AND DIRECTED BY: John Hughes
STUDIO: Disney

Celebrity Math Chapter 14



Medusa



Cyndi Lauper



Annie Lennox



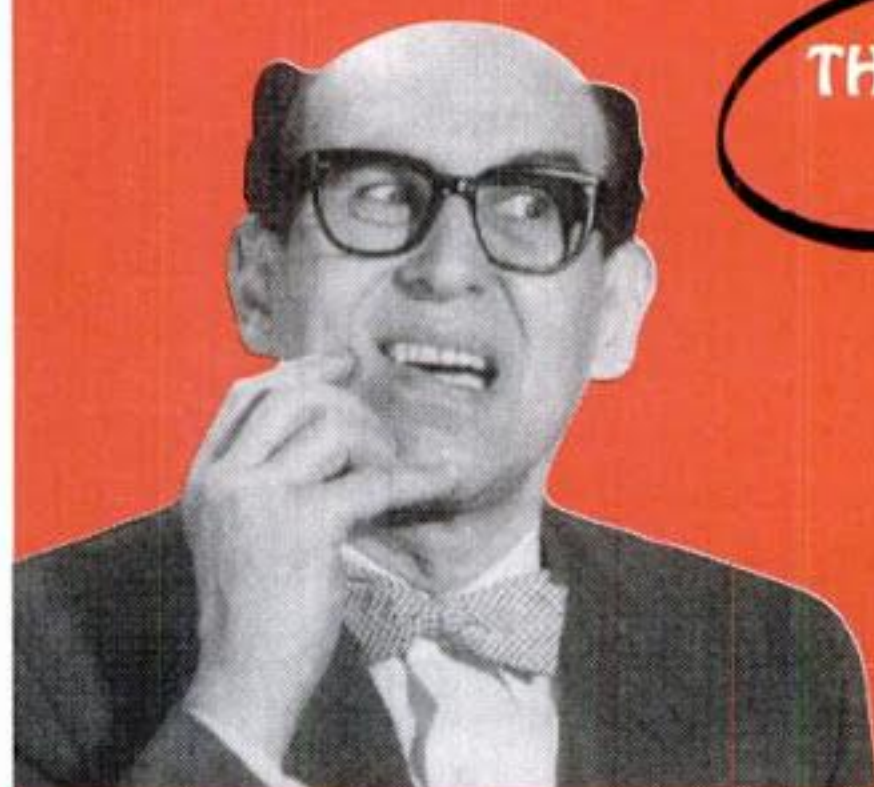
Bjork

IMPROVE YOUR IMAGE

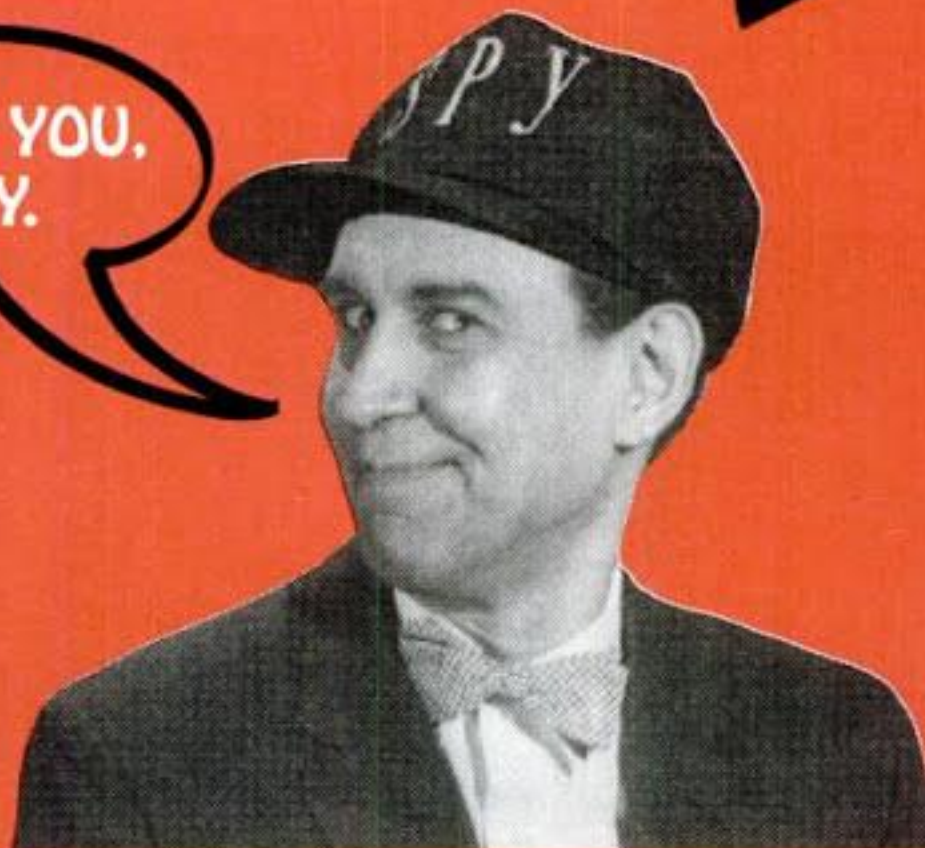


BEFORE

AFTER



THANK YOU,
SPY.



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REQUIRED READING 3 SPY CLASSICS STILL AVAILABLE



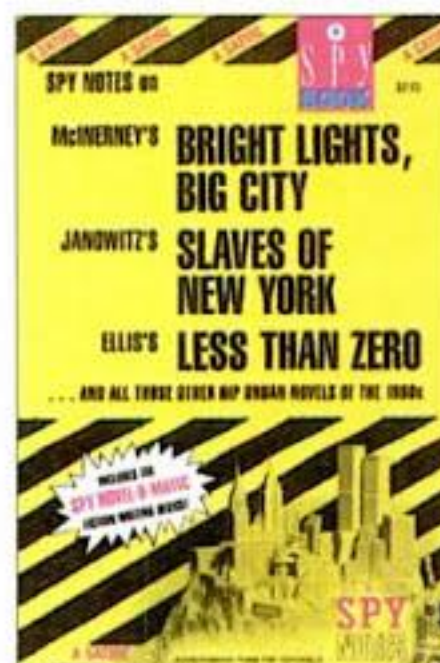
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how comfortable you usually feel dealing with mathematical concepts: Usually very comfortable; Usually fairly comfortable; Usually fairly uncomfortable; Usually very uncomfortable.

Have you ever taken any courses in population genetics?

Have you ever taken any courses in statistics?

Have you ever taken any courses in molecular biology?

What sports do you like to attend in person?

What sports do you like to watch on television?

Do you currently play any sport for recreation?

Have you or any member of your family or friends ever played any college or professional sport?

Did you play any sport for fun growing up (other than for a school team)?

Are you a fan of the USC Trojans football team? If yes, for how many years?

If not currently a fan, have you in the past ever been a fan of the USC Trojans football team? If yes, for how many years?

During football season, do you watch football on television on the weekends?

During football season, do you watch *Monday Night Football*?

How many hours per week do you watch sporting events?

Name the last three sporting events that you attended.

naked city

That Cosmopolitan Girl

Sex and the Septuagenarian

A not-too-grim piece on how bad taste really can hold a girl back.



The sheer repetition of *Cosmo's* inane topics may be temporarily comforting, but Ms. Brown, 72, explained why liberated women still look to her magazine for advice: "The 'Coming a long way, baby' has to do with many aspects of our lives, but it certainly hasn't ruled out the primordial urges felt by Napoleon, Julius Caesar, Marilyn Monroe, and us....

The fact that [women] have gained recognition and money has nothing to do with the fact that you may be involved with a man who wants a 'Daddy's Girl.'"

Cosmo's senior features editor subsequently let Calvo leaf through two "idea notebooks" stuffed with prospective articles, their explanations, and the editor's expectations for the piece. The following is a sampling of what *Cosmopolitan* will offer their readers in upcoming issues, separated by the editors into "categories" and with the editors' comments in italics:

NON-EMOTIONAL

"Boyfriends from hell."

"I went to dominatrix school."
Yes, this is tacky, but the subject has even appeared in Redbook and it won't hurt us.

"Bad-taste mistakes no classy girl should make." *I think it would be both entertaining and helpful—bad taste really can hold a girl back.*

"Things every girl should know."

For instance, when someone tells you your mate is cheating, you must never let them know you believe them—always support the one you love in public, then deal with the problem at home.

EMOTIONAL

"The nice dumb man." *By a smart but not terribly beautiful woman who decides it's better to have a nice but dumb man than none at all.*

"How to get your way...and still have people like you."

"Is your need for feedback pathetic?"

"Terrified of being alone."

"How to be upbeat."

"Are men really turned on by the little girl in all of us?"

"Thanks for having me! The etiquette of the one-night stand."

MEDICAL

"Eating disorders: The aftermath." *It's interesting—a little downbeat—let's try to make it not too grim.*

"How to avoid sexual injury (and we don't mean heartbreak!)." *A bonafide medical piece...about injuries that can result from sex-razor burn, spasms of the jaw muscle during prolonged fellatio, vaginal tears, sore nipples, chafed elbows, strained vocal chords (if you're a screamer), etc.*

SEX

"Sex toys—what's out there and why haven't you tried one or two." *Article should leave you with feeling you want to try one or two—are missing something if you don't.*

"How to handle the prudish man."

"Learning to live with his fetish."

"When you're driven crazy with lust (or when you want it more than he does)."

CAREER

"Making the office backstabber turn the blade on herself."

"Making the most of a business lunch." *...juicy industry gossip that can make you the life of the next business lunch.*

FIRST PERSON

"You are the other woman...so deal with it!"



**Phil Stern's Hollywood!**

Jimmy Durante snuggles up to Kim Novak.

Atop the Empire State Building, and safe as church mice, failing to attract even a glance from over-denimed passersby.



Death Takes a Vacation Ich Bin Ein Tourister

SPY's ambassadors of good will prove that teutonic tourists have nothing to fear in New York

American tourists may get a lot of bad PR, but German tourists are the ones who seem to attract the most bullets. One was brutally killed in a Miami car-jacking. Another couple was fatally gunned down in California. Across the globe, gunmen opened fire on a tour boat full of German sightseers on the Nile, seriously wounding one woman.

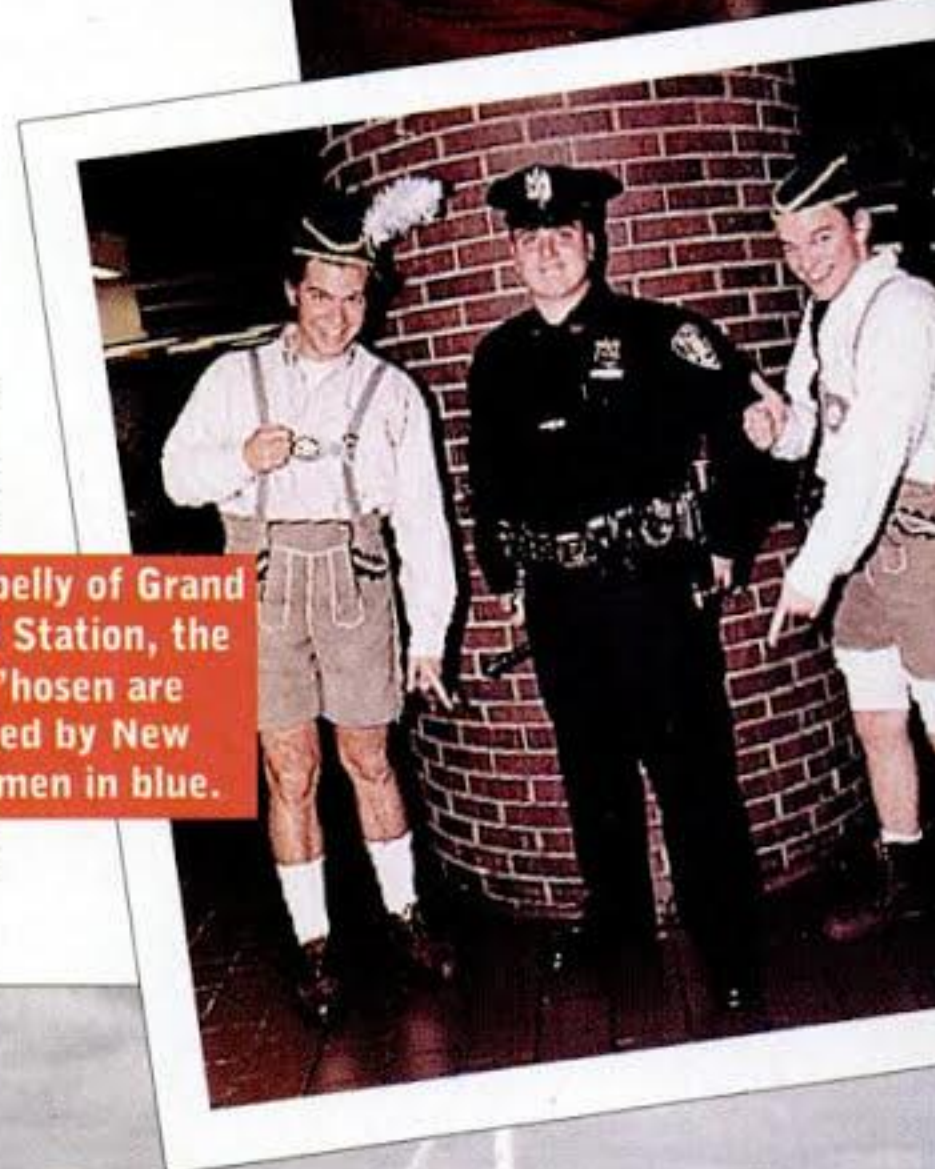
Now this alarming trend seems to have hit our own fair city of New York. Rolf Bolowski, a 31-year-old postal supervisor from Hamburg, was shot through the shoulder while riding on the Circle Line. To add further insult to injury, two weeks after the Circle Line shooting, a German tourist was slapped by a crazed street person—in front of New York Police Commissioner William Bratton.

It doesn't take a sociologist to figure out that if this keeps up, our fellow NATO members will find other tourist destinations upon which to lavish their deutsche marks, and we can't afford to let that happen.

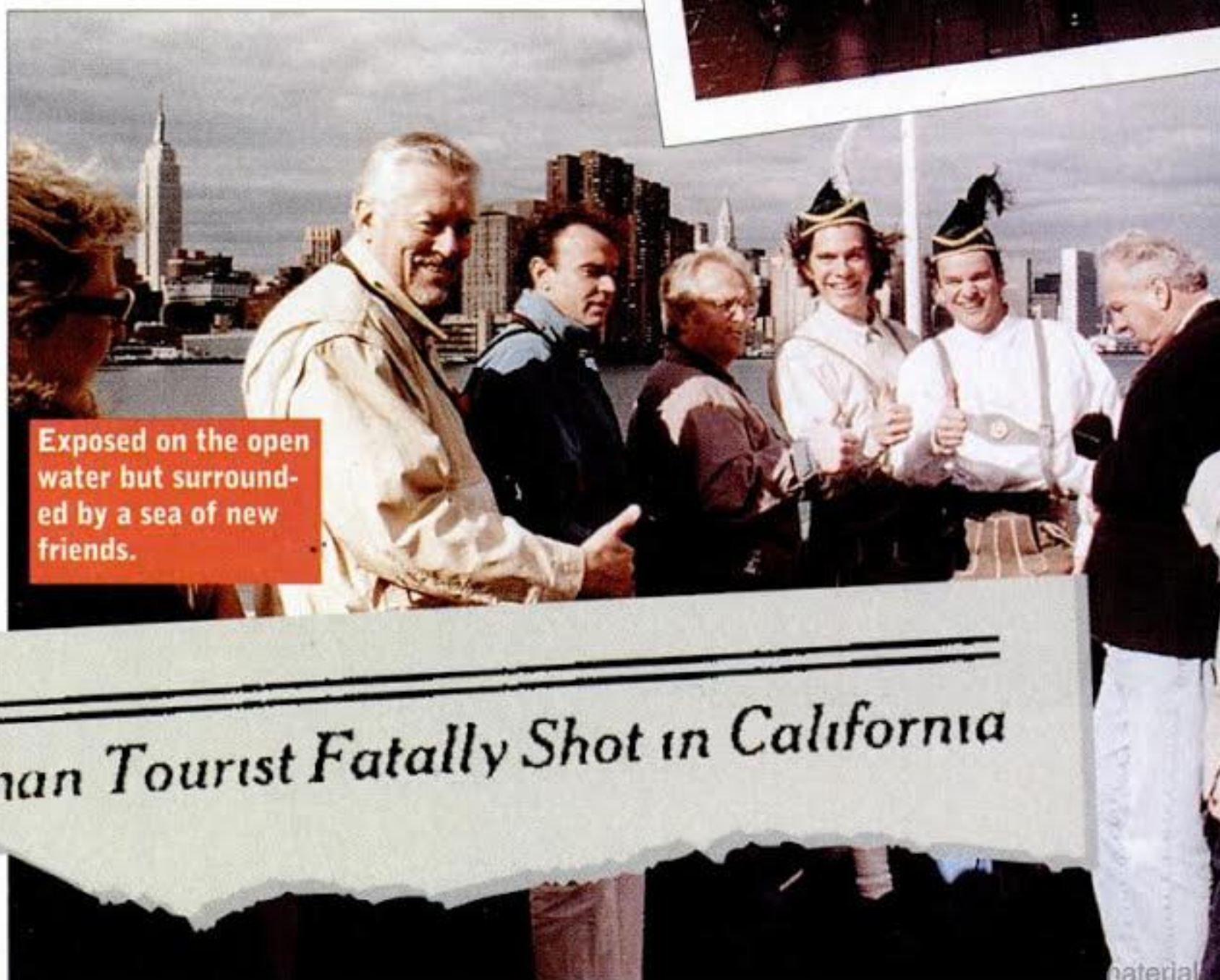
As a public service to ambivalent German tourists, SPY's senior reporters donned traditional Bavarian lederhosen—sans bulletproof vests—and visited New York's most popular outdoor tourist attractions to prove that New York is still as safe and hospitable as ever. We are happy to report that despite a few suspicious stares being fired at them, they completed their trip unsniped and unscathed.

So on behalf of the Big Apple, we have just one message for all prospective Aryan ambassadors: *Willkommen!*

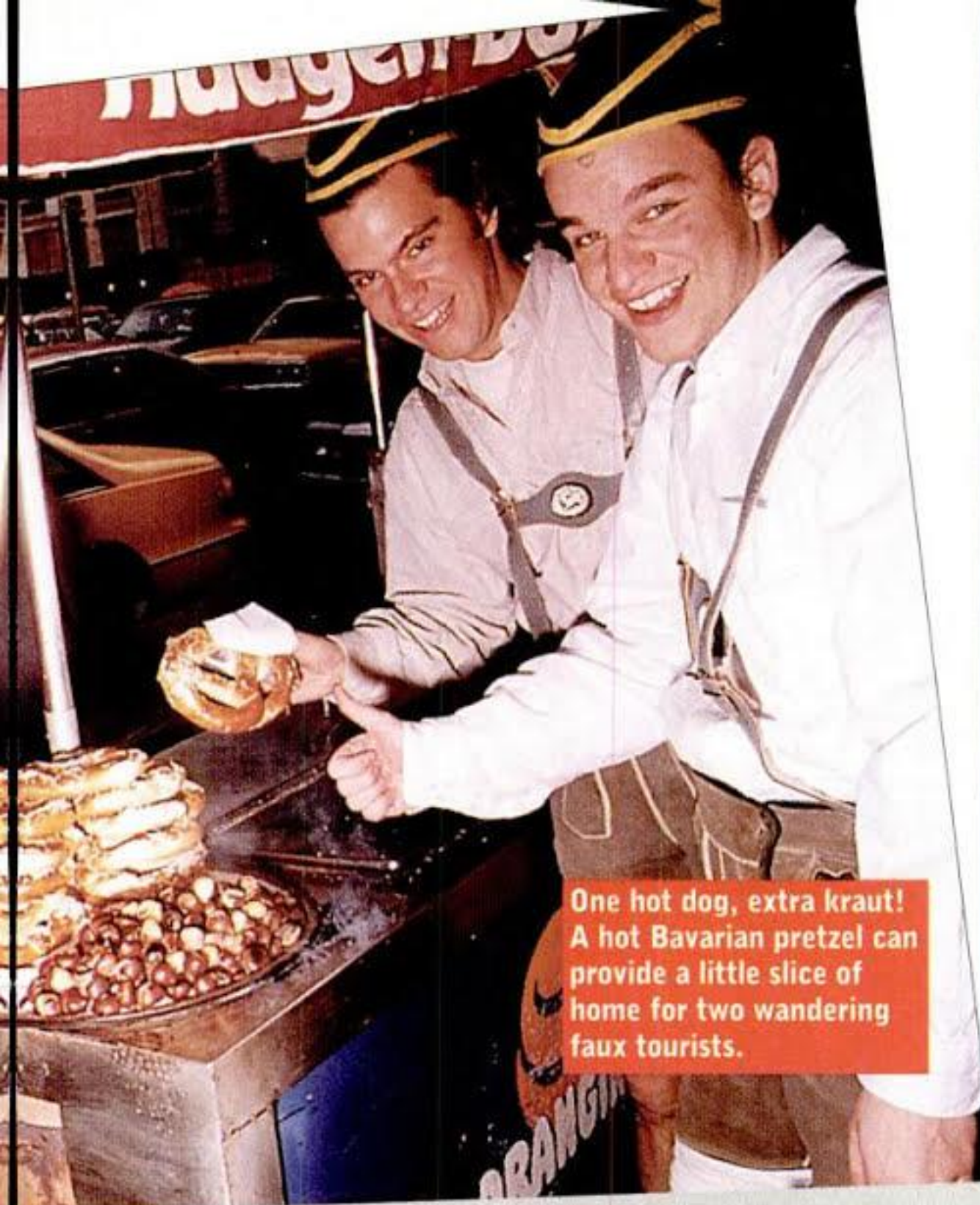
In the belly of Grand Central Station, the lads in 'hosen are protected by New York's men in blue.



Exposed on the open water but surrounded by a sea of new friends.



German Tourist Fatally Shot in California



One hot dog, extra kraut!
A hot Bavarian pretzel can
provide a little slice of
home for two wandering
faux tourists.

Gunfire Strikes German Sightseer On Circle Line Boat in New York

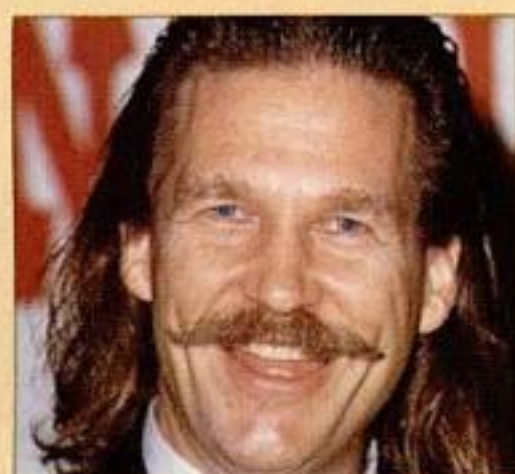


Ready for the
ultimate chal-
lenge: a trip
on the Circle
Line. The
life-preserver
proves unnec-
essary as
snipers are
nowhere in
sight.

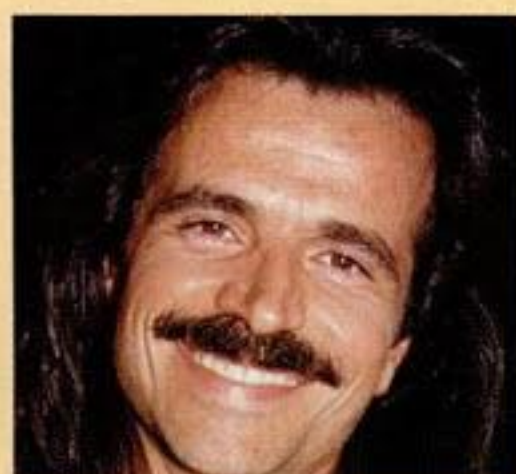


East Side,
West Side, all
around the
town, the
whirlwind
tour of New
York City
ends safely
with a double-
decker bus
ride home.

Separated at Birth?



Jeff Bridges...



...and Yanni?



Martina Navratilova...



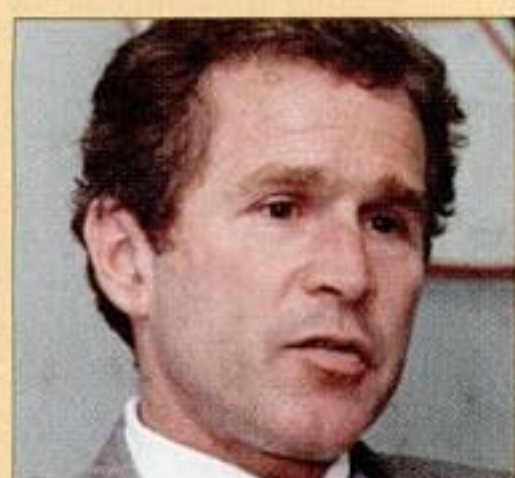
...and Paul Hogan?



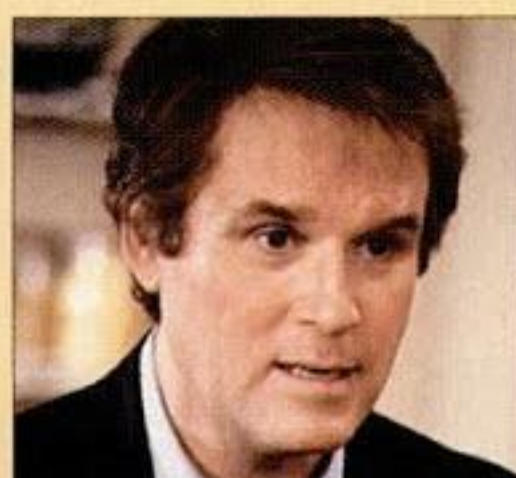
Roseanne...



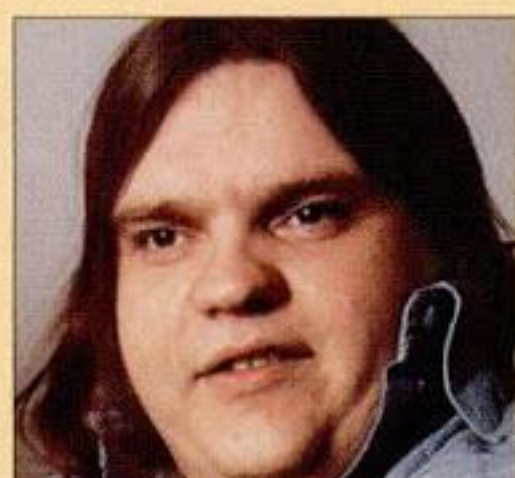
...and Margaret Cho?



Texas Governor George W. Bush...



...and Charles Grodin?



Meatloaf...



...and Phillies' first baseman John Kruk?

naked city

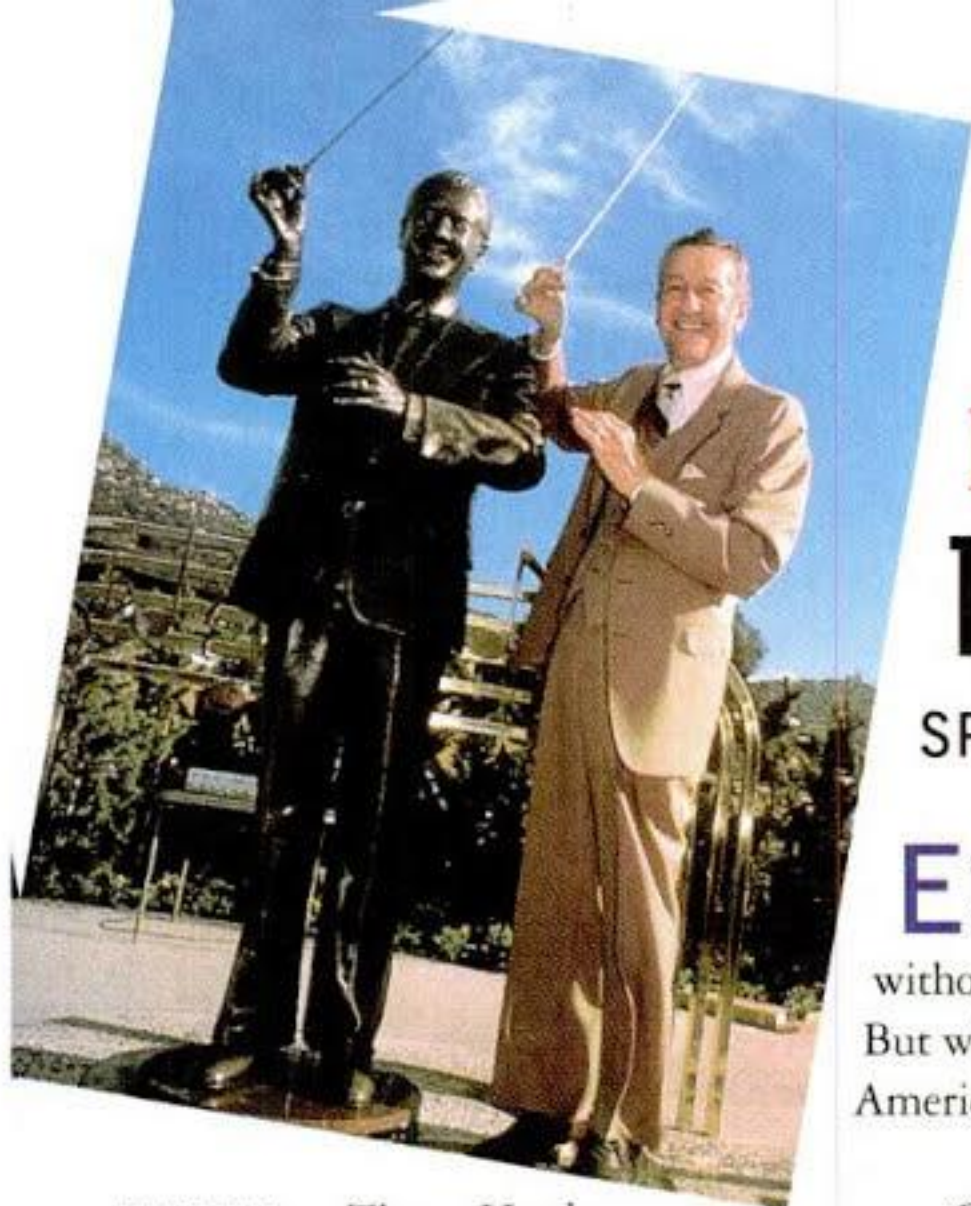
Political Corrections

Character Definition

Sure, it seems like splitting hairs, but the current definition of the word "Afro" in Webster's Dictionary, 10th Edition—"characterized by or being a hairstyle of tight curls in a full, evenly rounded shape"—differs from previous editions' "having the hair shaped into a round, bushy mass." So, you ask, what's the point? Take a gander at the illustrations. The first time "Afro" appears, in the 8th Edition (1981), the accompanying figure resembles a portly Clarence Williams III. And while the 9th opts for a lighter-skinned, Tom Arnold lookalike, the 10th is lightened even further, to an ethnically obtuse Todd Bridges.

Both the definitions and illustrations of a number of words in the American lexicon have been subtly fine-tuned to accommodate the demands of political correctness. The chart below illustrates some of the editors' more curious and seemingly capricious changes over the years, and includes the unchanging sketch for "glengarry," our control group.—*Lance Gould*

EDITION	7th or 8th	9th	10th
AFRO			
BACKHAND			
FOREHAND			
JEW'S HARP			
MORTARBOARD			
GLENGARRY (control group)			



Museum Pieces

The Prado, the Louvre, and Twitty City

SPY pays a visit to our newest national monuments.

Each year tourists flock to Graceland to gaze at the King's official police and drug enforcement badges, or at the elegantly decorated "Jungle Room." And no trip is complete without visiting one of the many gift shops to pick up a bottle of "Elvis Razor Relief Cologne." But what if your taste in celebrity artifacts runs along less rock 'n' roll-oriented lines? Luckily, America offers a wide range of museums with equally stimulating exhibits.

MUSEUM: The Hank Williams Jr.'s Family Tradition Museum
LOCATION: Nashville, Tennessee

ADMISSION PRICE: Adults: \$4; children admitted free

EXHIBITS: Memorabilia of Hank Williams Jr. and his father, including the only color photo ever taken of Hank Williams Sr.; a trophy of "The largest white wolf ever seen," shot by Hank Jr.; and a huge guitar-shaped liquor case.

BEST SOUVENIR: A whiskey-decanter statue of Hank Williams Sr. with a music box that plays his hit song, "Your Cheating Heart": \$39.98.

MUST SEE: The 1952 baby blue convertible Cadillac that Hank Sr. died in.



MUSEUM: The Roy Rogers-Dale Evans Museum

LOCATION: Victorville, California

ADMISSION PRICE: Adults: \$4; seniors: \$3; children: \$2

EXHIBITS: "The famous Rose Bowl Parade saddle," wedding pictures, hunting and fishing trophies, and a gun collection.

BEST SOUVENIR: Plastic molded dolls of Roy with Trigger and Dale with Buttermilk: \$39.95 each.

MUST SEES: Roy's clear acrylic bowling ball with a picture of Roy's horse, Trigger, in the center; the stuffed and mounted carcass of Trigger, posed in a rearing position.



MUSEUM: The Liberace Museum

LOCATION: Las Vegas, Nevada

RUN BY: The Liberace Foundation for the

Creative and Performing Arts, a nonprofit corporation, that has "helped many students across the nation."

ADMISSION PRICE: "Minimum tax-deductible donations" are \$6.50 for adults; \$4.50 for seniors; \$2.00 for children ages six through 12.

EXHIBITS: A replica of Liberace's bedroom suite, complete with two furry single beds separated by a bottle of champagne on ice; 18 rare pianos on display owned by the entertainer, including a rhinestone-covered grand piano; and a set of monogrammed dinner plates that once belonged to President John F. Kennedy.

BEST SOUVENIR: Chocolates with Liberace's signature on the wrapper: \$1.50; 75th anniversary fans: 69¢ each; a piano-shaped music box with Liberace's name: \$49.

MUST SEES: A gold-finished replica of Liberace's hands; a funeral wreath with an "I'll Be Seeing You" sash; a red, white, and blue hot pants ensemble once worn by the entertainer.



MUSEUM: The Lawrence Welk Museum

LOCATION: Escondido, California (part of the Welk Resort Center, next door to Champagne Village, a mobile-home retirement community)

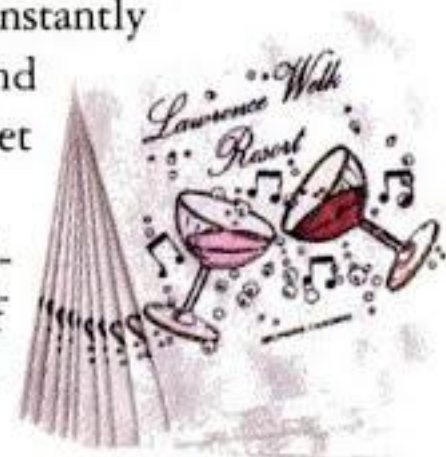
ADMISSION PRICE: Free for all ages

EXHIBITS: Photos, posters, and the world's largest champagne glass, filled

with 20 gallons of constantly bubbling water and raised high on a velvet pedestal.

BEST SOUVENIR: Individual packs of Lawrence Welk napkins: \$1.25 each.

MUST SEES: A re-creation of Welk's original TV band stand, complete with instruments; a flashing "Applause" sign; a life-size cardboard cutout of Lawrence Welk; and a vintage television camera with a working monitor so that visitors can see themselves on TV alongside the cutout.



MUSEUM: The Dan Quayle Center & Museum

LOCATION: Huntington, Indiana

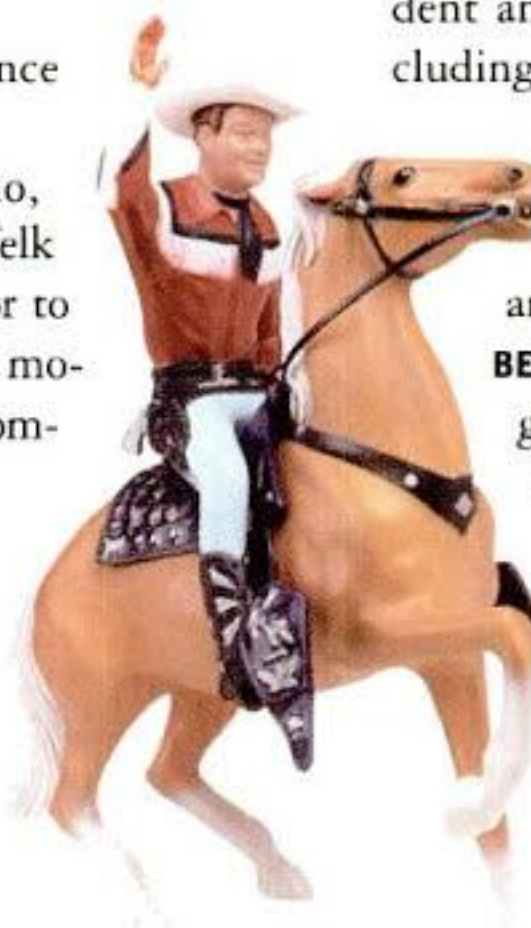
ADMISSION PRICE: Individual "donations" are accepted.

EXHIBITS: Houses more than 6,000 political artifacts and personal possessions that once belonged to the former vice president and '96 presidential hopeful—including a golf bag from his Senate days; his fifth-grade report card, showing, among other things, that he was an adequate speller; and a sun visor.

BEST SOUVENIR: Official Dan Quayle golf balls: \$3.50 each; Christmas ornaments: \$7; and water bottles: \$1.59 each.

MUST SEE: The vice president's law degree with the bottom chewed off by the Quayles's family dog, Barnaby.

—Bonnie Datt



Birth of a Studio!

**SPIELBERG CALLS
KATZENBERG
FROM THE
JAMAICA HOME
OF ROBERT
ZEMECKIS.**

JEFF, LET ME QUOTE
YOU FROM BACK TO
THE FUTURE: "WHERE
YOU'RE GOING, YOU
DON'T NEED ROADS."

WHAT DO
YOU MEAN
"YOU"?

I'M
TALKIN
"WE."

STUNG BY DISNEY'S REFUSAL TO PROMOTE HIM, JEFFREY KATZENBERG STRIKES OUT ON HIS OWN.

DOG-GONE IT! I'M TIRED OF MIKE CALLING ME HIS GOLDEN RETRIEVER!
(I QUIT!)

SID SHEINBERG,
HOLLYWOOD'S
MULTI-BILLION-
DOLLAR MOGUL
AND SPIELBERG'S
PERSONAL MENTOR,
OFFERS HIS
BLESSING...

SID, IF YOU DON'T WANT ME TO DO THIS, I WON'T. JUST SAY NO AND I'LL CALL JEFFREY...

WHY DO YOU NEED THIS?
HOW DOES IT BENEFIT YOU?

I'M IN NO
POSITION
TO STOP YOU
FROM THIS
AMAZING
VENTURE.

KATE CAPSHAW
GIVES STEVEN
HER CONDITIONAL
APPROVAL.

I LOVE JEFFREY.
BUT I NEVER WANT
YOU TO BECOME
JEFFREY.

**DOWN
BOY!**

'SPARKY' WANTED TO BRING IN DAVID GEFFEN, BUT THE TIES BETWEEN GEFFEN AND SPIELBERG HAVE NOT ALWAYS BEEN THAT STRONG.

THERE WAS A SIBLING RIVALRY FOR STEVE ROSS'S ATTENTION AT TIME WARNER. WE WERE THROWN TOGETHER AND I WAS JEALOUS OF HIM.

26 **SPY** JANUARY/FEBRUARY 1995

THE CONFERENCE CALL

THE SECRET MEETING

SEPT. 29, 1:30 A.M.

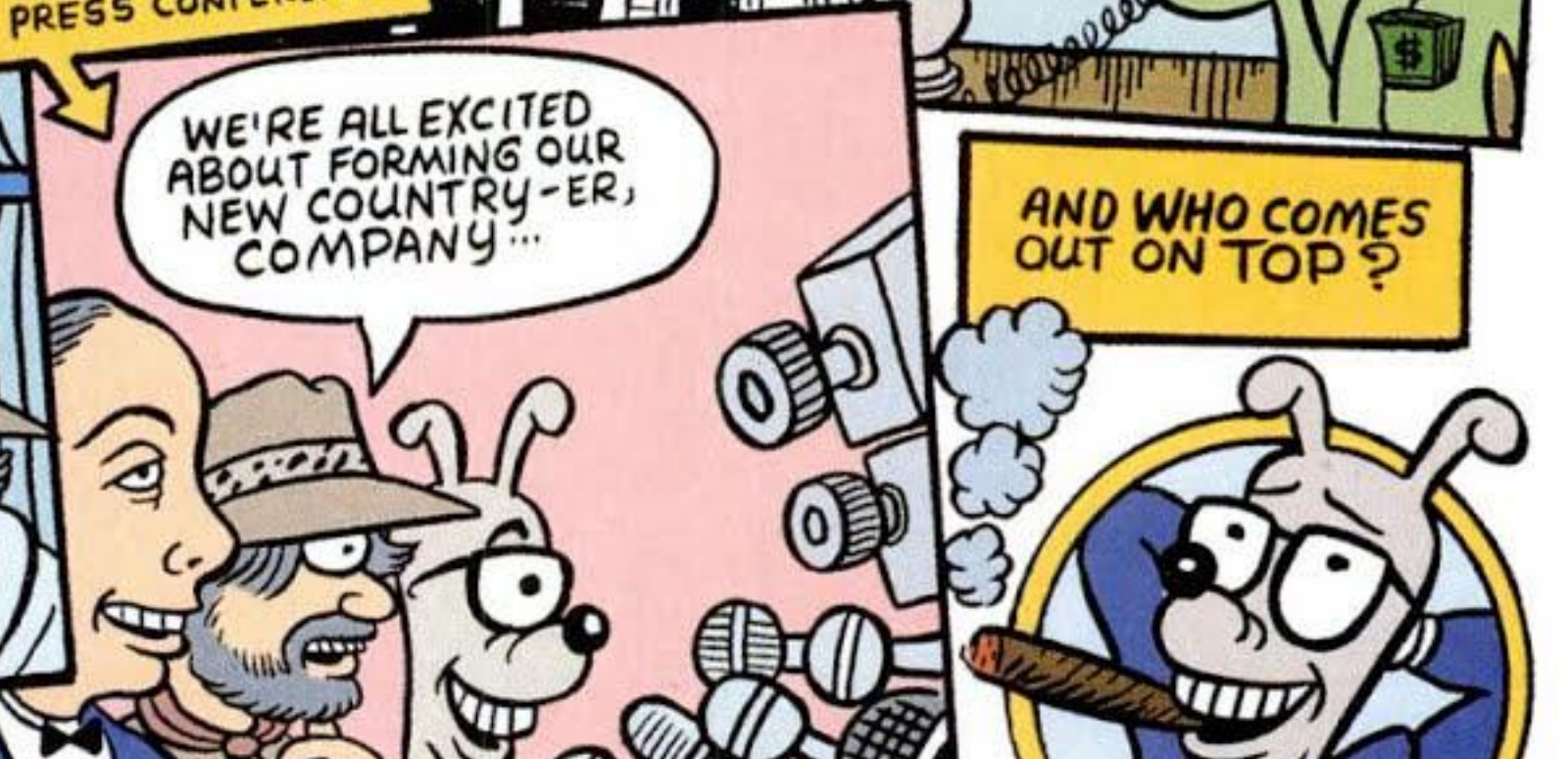


SPIELBERG AND KATZENBERG ARE IN A WASHINGTON, D.C. HOTEL DISCUSSING SECRET PLANS FOR THE NEW STUDIO, WHILE GEFFEN IS RESTING COMFORTABLY IN THE LINCOLN BEDROOM AFTER A WHITE HOUSE DINNER. THEY DECIDE TO



FIVE HOURS LATER

THE PRESS CONFERENCE



AND WHO COMES OUT ON TOP?

SPARKY!

D-OH!



* ALL DIALOGUE AND SCENES TAKEN FROM ACTUAL QUOTES



Basic Instincts

Whores of a Different Color?

The names have been changed to protect the screenwriter...

There's a rumor that Joe Eszterhas doesn't write his screenplays anymore. Instead, he types out story options from his own personally designed Screenplay Software Program. The proof may be *Jade*, which isn't so much cut from the *Basic Instinct* cloth as a near copy of it.

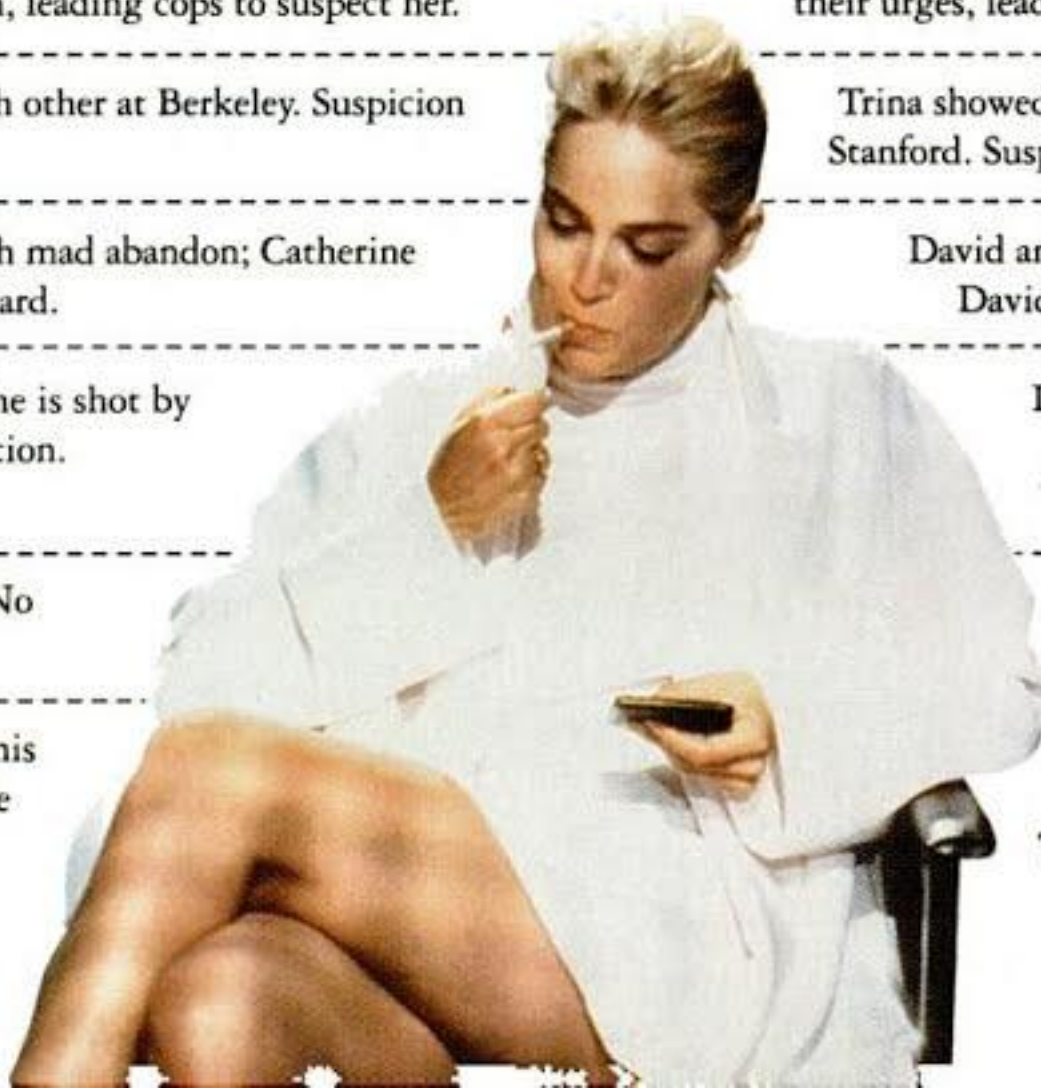


"BASIC INSTINCT"



"JADE"

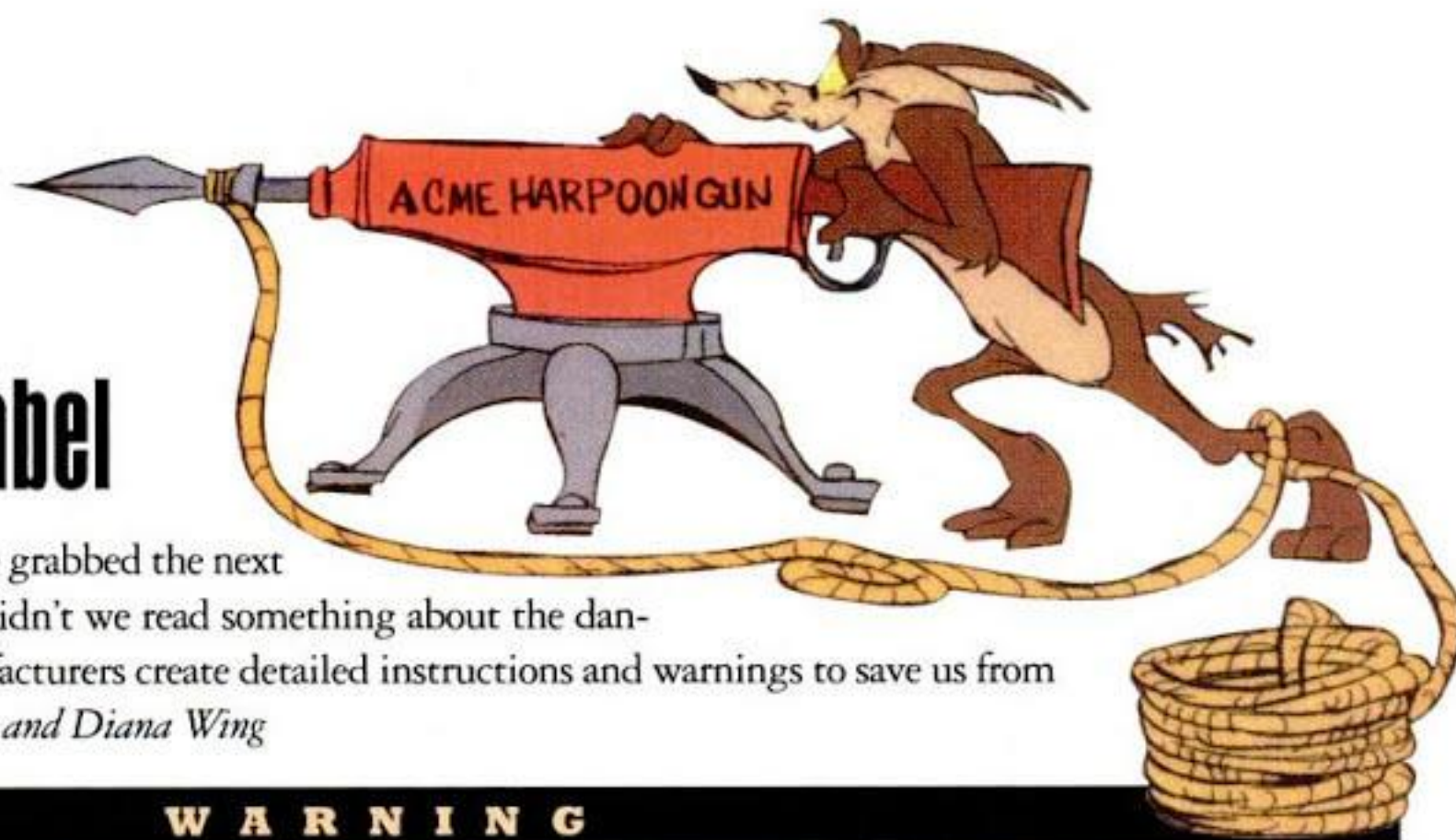
The Opening Murder Scene	Beautiful blond is having intense sex with middle-aged San Francisco bigwig, who's cuffed to a bedpost. She then kills him with several jabs of an ice pick. Kinky, ritualistic.	Somebody is killing a middle-aged San Francisco bigwig with a hatchet. He's chained to the wall, wearing only black bikini briefs. Kinky, ritualistic.
The Aftermath	San Francisco detectives visit murder scene, trade quips, discuss evidence. Deceased was one of San Francisco's most socially well-connected, someone remarks.	San Francisco detectives visit murder scene, trade quips, discuss evidence. Deceased was one of San Francisco's most socially well-connected, someone remarks.
Lead Male Character	Nick Curran (Michael Douglas), a San Francisco homicide detective, has sexual/emotional ties to lead suspect, Catherine Tramell (Sharon Stone).	David Corelli (David Caruso), San Francisco's District Attorney, has sexual/emotional ties to lead suspect, Trina Gavin, a.k.a. "Jade" (Linda Fiorentino).
Lead Female Character	Catherine, a well-to-do novelist, is a sexual dynamo, a man-eater.	Jade, the whorish alter-ego of Trina, a well-to-do psychologist, is a sexual dynamo, a man-eater.
Mixing Sex and Work	Nick has sex with ex-flame, police psychologist Dr. Beth Garner (Jeanne Tripplehorn).	Matt Gavin, Trina's husband, has affair with Sandy, David's secretary.
Prior to Interrogation by Police...	Catherine flirts with Nick in car, giving him the eye, leading him on.	Trina flirts with David in car, putting her hand on his knee, leading him on.
Interrogation Scene	Catherine brushes off cop grilling, answers coolly, is unruffled.	Trina brushes off cop grilling, answers coolly, is unruffled.
Scary Scene With Fast Car(s)	Nick and Catherine play chicken on road in Marin, speeding and risking death.	David nearly buys it after brakes in his BMW give out. He speeds down a steep hill in San Francisco, risks death.
Key Suspect	Catherine's lesbian lover tries to run down Nick and is killed when her black Ferrari crashes in San Francisco's North Beach.	Patrice Jacinto, a sexy suspect, is run down and killed by a black Porsche in San Francisco's Union Square.
Lead Female Incriminates Herself With Her Work	Catherine writes thrillers in which her female character has sex with men and then kills them, leading cops to suspect her.	Trina gives speech about how people can't control their urges, leading cops to suspect her.
The Evidence Drawn From College Years	Catherine and Beth knew each other at Berkeley. Suspicion builds.	Trina showed violent temper while attending Stanford. Suspicion builds.
The Showcase Fuck Scene	Nick and Catherine mate with mad abandon; Catherine acts coolly toward him afterward.	David and Trina mate with mad abandon; David acts coolly toward her afterward.
Was He/She the Killer?	Beth may be the killer, but she is shot by Nick after panicky confrontation.	Lt. Hargrove may be the killer, but he is shot by David after panicky confrontation.
Justice? Forget it.	The Killer is never arrested. No one is ever proven guilty.	The killer is never arrested. No one is ever proven guilty.
Aha! So She Really Is/Isn't the Killer!	Catherine and Nick retire to his bed at movie's end, and we see ice pick on floor.	Matt, Trina's husband, was the killer all along. He admits it to Trina. She smiles. Huh?



Warning Signs

Look For the Useless Label

The fire sputtered. The woodpile was gone. So we grabbed the next best fuel—our broken Dustbuster. But wait. Didn't we read something about the danger of incinerating Dustbusters? Thankfully, manufacturers create detailed instructions and warnings to save us from embarrassment or a nasty lawsuit.—*Sharon Dargay and Diana Wing*



PRODUCT

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Dustbuster Cordless Vac

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Richard Caruso Molecular Hairsetter

"Do not use outdoors when raining."

Conair Hair Dryer

"Never use while sleeping."

Norelco Clean Air Machine

"Do not use outdoors."

All-Vegetable Crisco

"Not intended for use as a spread on foods like toast and crackers."

Eureka Mighty Mite Vacuum Cleaner

"Cleaner should not be used to vacuum clothing while it is being worn."

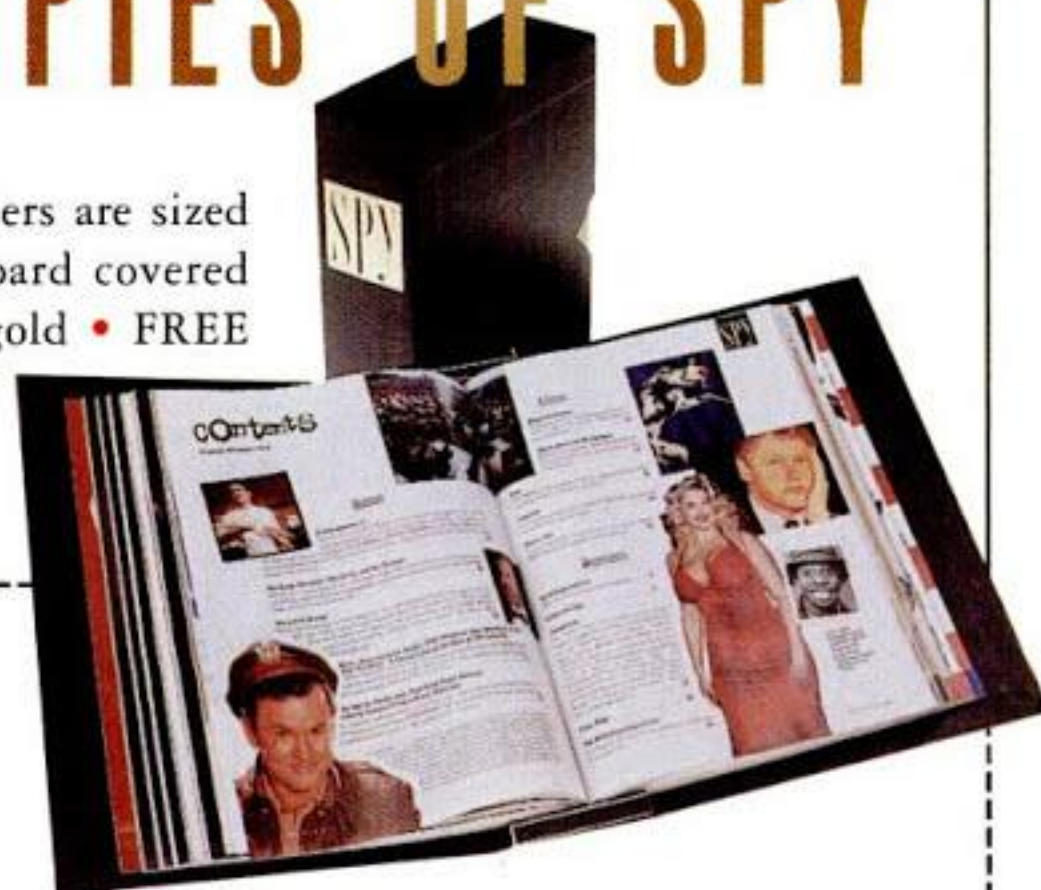
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LOOK CAREFULLY AT the credits the next time you force yourself to sit through an entire Oliver Stone film and you may find something interesting—the name Christian Renna, D. O., variously listed as “Doctor,” as he was on *Born on the Fourth of July*, or as “Production Physician,” as on *Heaven and Earth*. And although you won’t see him listed anywhere as part of the *Natural Born Killers* crew, rest assured, he was there.

Playing Doctor

Odd. An entertainment industry medical director says, “It is highly unusual for a physician to be present on movie sets”; and a Motion Picture Union medical officer has “never heard of a doctor on set.” Yet almost everyone I spoke to who had worked on one or another of Stone’s pictures had heard of Oliver’s osteopath. A few had even dealt with him, and one key production person reported, “I never knew his name. I just knew of him as ‘Dr. Feelgood.’”

No surprise. Stone, a legendary “dictator,” “power freak,” and “manipulator,” reportedly likes to surround himself with an entourage of people with less than dignified backgrounds. He also likes to hound people and make unreasonable demands on them, occasionally firing them if their “work” (despite the meaninglessness of the task) doesn’t live up to his impossible expectations.

Nothing really unusual about that, though. Sniff around any movie set long enough and you’re bound to come home with a bagful of stories about everyone involved. (Although my favorite still concerns how, on the set of *JFK*, rather than break for five minutes, Stone

would publicly urinate into a bottle and make a production assistant dispose of it.) The existence of Renna, however, is another matter entirely.

In a way, he’s almost a nostalgic figure, conjuring up images of a seventies’ sort of industry scab, except that Renna is a balding, fortysomething fitness freak. Which may ironically define him as the prototypical “feelgood” for the nineties—put on a holistic Band-Aid, but underneath you still have an insidious wound.

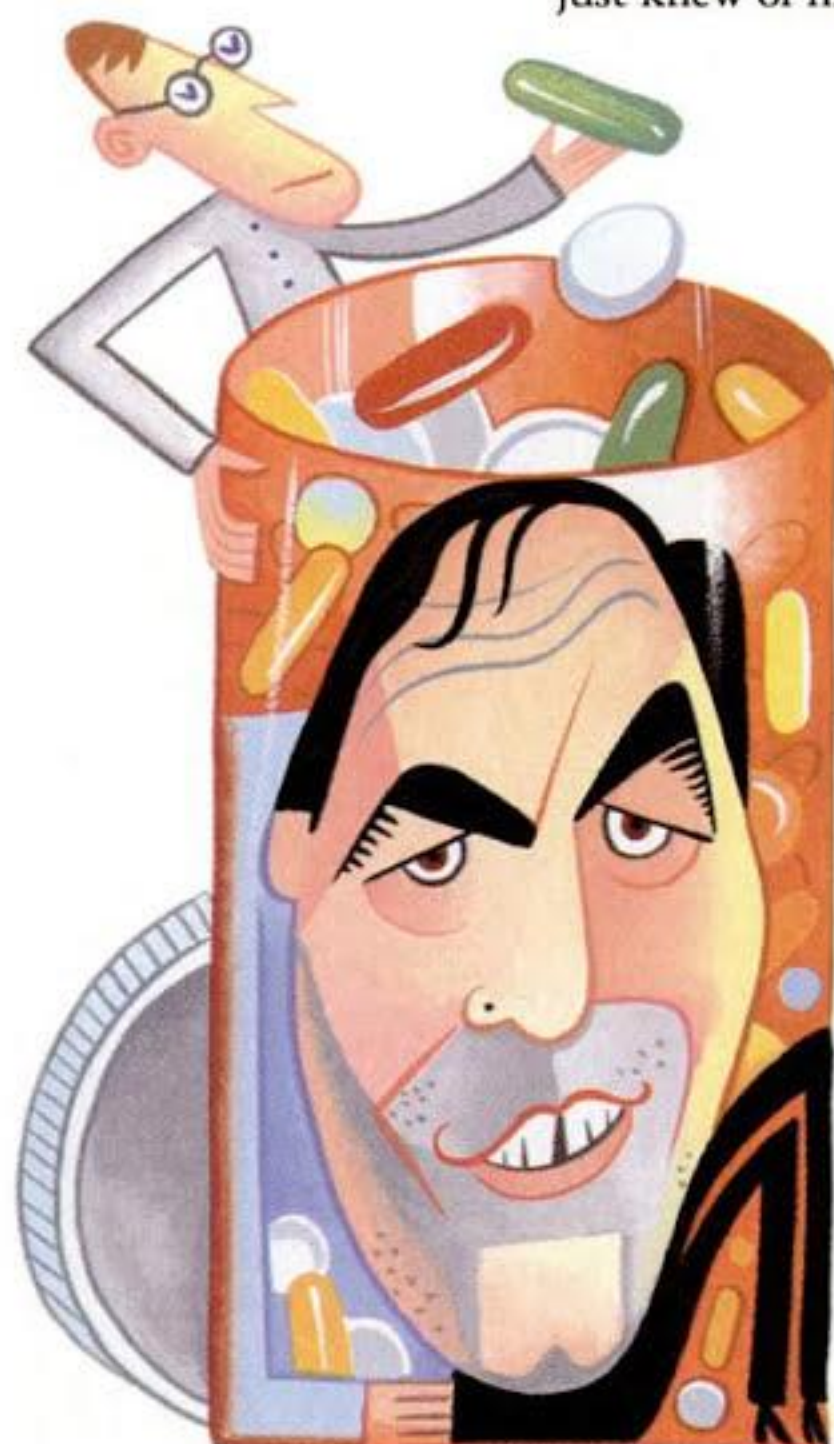
Witness the end of one particularly long shooting day during the filming of *NBK*, when Stone was heard demanding, “Where’s Chris? I need my medication!” Later, the weary cast and crew were invited to step up for B-12 shots.

So what’s the big deal about a few vitamin shots, right?

Just that Renna—licensed to practice osteopathy only in the states of Texas and California—is breaking the law merely by administering *anything* anywhere else. Technically, by traveling state to state (if not around the world) with Oliver & Co., Renna has been practicing without a license, and could be prosecuted for it. Okay, so football teams have traveling doctors and the speed limit in most states is 55, but the overall message from crew members on the sets of Stone’s films is that you don’t need an appointment to get Renna reaching into his fanny pack of medications.

“I know it was mentioned that you could get a B-12 shot if you wanted one,” related an actress from *NBK*. “Definitely. No problem. I got a sleeping pill [Restoril—a highly addictive benzodiazepine, not unlike Halcion and Valium.]. I got it because another girl who hadn’t been sleeping said, ‘Ask Dr. Chris, he’ll give you a sleeping pill.’”

Stories abound about Stone and best buddy Richard Rutowski’s peyote and psilocybin jaunts through their private “spirituality,” but word coming from the *NBK* cast set new “highs” for drug use. “Juliette Lewis said, ‘I have never worked on a set where so many drugs were involved,’” reported the actress.



Rutowski himself has been quoted as saying that, while scouting locations for the film, he and Stone and various crew members went on a mushroom-fueled expedition through Arizona and New Mexico: "Everyone was so tripped out we didn't know how fast we were going. We didn't know whether the light was red or green. It was great!"

Stone got drunk on and off the set. In fact, he got the actors drunk sometimes, "you know, to fire them up in some way," says a well-connected insider. "The cast and crew smoked pot, drank, and did mushrooms from Arizona to Chicago."

Re-enter Chris Renna, teetotaler to the stars. "He would end up driving the stars like Juliette back to their hotel rooms," says the insider. "He would chauffeur Oliver around everywhere."

In addition to his pharmaceutical and designated driver duties, the good doctor had one more little task to perform before tucking Stone in bed every night. Says the *NBK* actress: Renna "came up to me and asked me if I wanted to go around the corner and 'meet' Oliver. He fully expected me to want to. He asked me a couple of times if I was sure. Why don't I just go up and 'talk' to him? I was in the car, explaining to Chris why I wasn't gonna go meet up with Oliver, and Chris said, 'Oliver is a great man. I knew him before he was great. Before I was great. And he would never let anything like this interfere with his work. His job always comes first.'

"My concern was, having said 'No, I'm not going to go around the corner and meet up with Oliver,' that maybe I would get my ass kicked off the film, or that my life would become a living hell. I mean, you know, there are repercussions to saying no sometimes."

The actress wasn't fired, but her impressions sum up the filmmaker whom the *New Yorker* recently called "The Last Wild Man," and his faithful companion, Dr. Chris: "They are like buddies, but he is definitely Oliver's number-one guy. Dr. Chris is definitely treated like his, uh, pimp-slash-doctor."

Shall we check the credits on *American Psycho* to find out if it's true?

—C.C. Baxter

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DEAR DIARY: Something's going on around here, you can feel it in the air. Rumors abound: James is leaving; James is staying, but with considerably less power. Look for a "new face" to come into the

picture at *Self* sometime around the first of the year—someone to step in and clean up the mess. Oh, James, do you ever shut the door to your office and wonder how it all got this far? Do you ever wish you were back at *Details*, sleeping with all those readers you lamented not sleeping with? Just keep one thing in mind, James—evil has a face, and it has a name: Alexandra Penney.

I can't help it, I find her repulsive. I wasn't aware of how many others shared my feelings until one afternoon when word got around that Penney would be spending the upcoming weekend with (*gag!*) a boyfriend. In a particularly nasty example of bad office judgment, Managing Editor Helene Rubinstein responded with, "You mean she actually *has* sex?" Hard to imagine, given the type of person Penney is.

As for staff members, it's well known that Penney has her favorites (usually men) and her scapegoats (basically, anyone she considers a rival in any way). I mean, situating herself on a floor above everyone who really produces for the magazine—and in cozy quarters with her beloved lackey, Creative Director Stefano Tonchi—doesn't exactly en-

dear Penney to her editors. Of course, Rubinstein is up there on the 23rd floor with them, but since she's generally recognized as useless, she apparently poses no creative threat to anyone.

Still, Penney's devotion to Stefano goes beyond typical Condé Nastiness.

Her latest example of loathsomeness began last March, when, in a desperate at-

tempt to make Stefano appear at least somewhat deserving of his job, she hired Art Director Doris Downes Jewett. The only problem was that no amount of help could save Stefano's often disastrous cover shoots, and Jewett was left to frantically search through the vaults to come up with suitable images for several recent issues. In desperation, Jewett asked for help in the form of a new assistant designer, and began interviewing candidates for the position.

Which is when Penney stepped into the picture. Imagine, if you can, this scenario: Penney, about to go on a business trip to San Francisco, essentially tells Jewett—presumably for added diabolical effect—"Your job is safe." Only three days later, after Jewett had called personnel to get the final go-ahead for the new hire, she's told, "Well, actually, *you're* fired."

Wait, it gets better.

Before Jewett leaves, word gets around that James was actually planning to transfer Stefano to another magazine and *promote* Jewett into the creative director position—the job she'd been doing all along. Are you getting the picture? As if that weren't bad enough, Penney reportedly had the nerve to go back to James and tell him that Jewett wasn't fired—she *resigned*! Something like "she wanted to pursue other interests."

That's not what Penney told *you*, is it, James? She saw the inherent conflict in having someone around whose work you took notice of, decided that Jewett was something of a rival for your attention, and unceremoniously dumped her while playing "Who, me?" behind your back.

But what does all this mean? James, sooner or later you're bound to find out that Jewett didn't leave of her own accord, and that Penney fired the person you wanted to promote. Forget the fact that Jewett's personnel file is absolutely blank when it comes to that "Reason for Leaving" section. Forget the fact that she probably received all that



Devil With the Blue Dress

lovely hush money Condé Nast employees get on a regular basis—a signature of Si's empire—to keep them from screaming their frustrations to anyone who'll listen. Sooner or later you'll discover the truth.

And then what will you do?

Penney's too smart to do anything she knew she could never get away with. So it's really a power struggle, isn't it, James? Once you find out the truth, you have only two choices: a) go to Papa Si and tell him to fire Penney once and for all (forget the idea that she quit last summer—personnel let it slip that she really *was* fired); or b) tuck your tail between your legs and do nothing, knowing that everyone will realize what a powerless prince you are. The conflict is almost Shakespearean in its design.

So what do you suppose will happen now? There are two separate camps on the issue: those who swear you're on your way out, James; and those who swear you aren't. It's doubtful Si would pass over Tina this time, if your job suddenly became "available." But the new face who's supposed to show up at *Self* hints very strongly at Penney's impending boot at least *somewhere* upstairs. (Likely outcome: bigger title, bigger salary, meaningless job.) After all, she and Si are known to be close—they did spend last Fourth of July together.

And what about that odd incident after Penney's "resignation" announcement last summer?

Walking downstairs after her bungled career-spinning, Penney pushed Si into a private office, shoved him up against the wall and shouted at him. Of course, we all know that, in a matter of days, Penney was rehired and all was made nice again.

God, would I love to have been a fly on the wall for *that* little exchange. What has Penney got on Si, anyway? Pictures of him, sans leather loafers? Is there more to this relationship than meets the eye?

Whichever, the next few weeks ought to be very interesting. James, where's your backbone? Don't let Penney get away with it! Stand up for your position, even if it means catching a boat back to England. I'm sure Si would send you off first class.—Pam Hunter

the times

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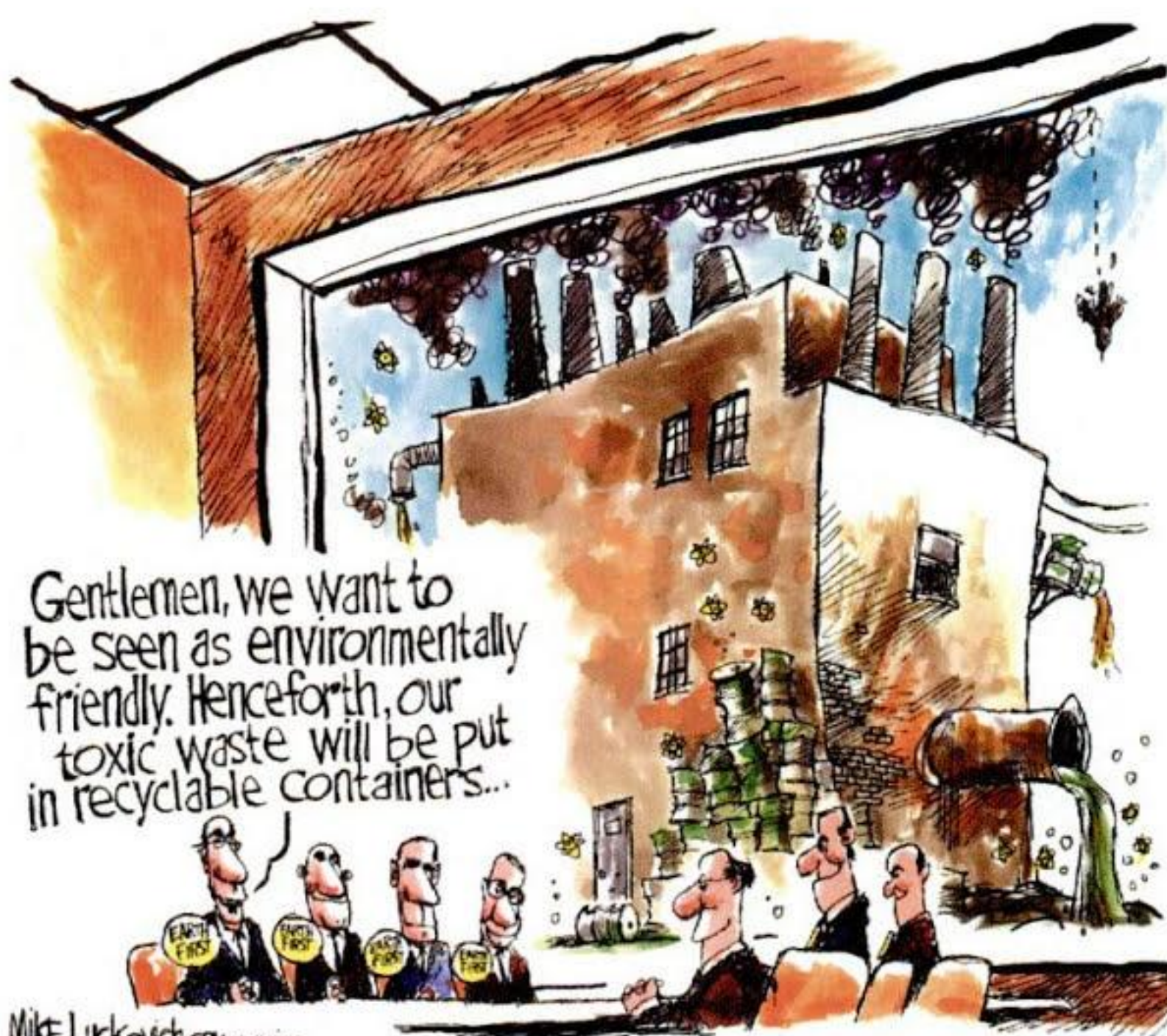
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Sustainable PR

AS THE FLIGHTY EXCESS of the Reagan/Bush years gives way to an era of more stolid pragmatism, who, one may wonder, will navigate the transition for us? Silly question. Public relations experts, of course. Take the environment. "The challenge," reads a Hill and Knowlton ad touting their in-house *Green Team*, "is to make the environment a distinct bottom-line advantage." Or, as *O'Dwyer's PR Services Report* explains: "Successful PR people will be those that [sic] can blend the cold-hearted reality of 1990s economics with the 1970s touching, though somewhat naive, concern for Mother Earth."



MIKE LUCKOVICH SPY MAGAZINE

Here's how it works. In the 1970s, a company like Rockwell may have foolishly assumed it actually would have to clean up its share of 177 Individual Hazardous Substance Sites at the Rocky Flats Plant—a nuclear weapons manufacturing facility in Golden, Colorado—in order to appear environmentally friendly. Touching, but very naive. Later on, the company opted instead for a more economical demonstration of its deep commitment to the environment: an advertisement coupling the Rockwell logo to an Ansel Adams photo that celebrates the Earth in all its pristine glory. ("I saw that and went 'Ahhh!'" one Rockwell employee admits. "It seems kind of contradictory, but that's just my editorial opinion.")

The numbers show that 78 percent of American consumers have demonstrated a willingness to switch to products perceived as environmentally sensitive. Yet while the old, unsophisticated us may have assumed that adopting a pro-environmental posture would require a significant investment, the new, more cunning us knows that a deep green corporate hue can be had on the cheap, as simple as a fresh coat of paint. Does the name *Exxon Valdez* rub you the wrong way? Exxon's green consultants thought it might, so they've changed it to the more huggable *SeaRiver Mediterranean*. Same single-hulled oil tanker; new, swarthy mien. Look for it off a rocky coast near you.

Does auto exhaust get you down? Chrysler and General Motors would like to try to assuage your guilt when you buy your next Jeep or Geo by planting a tree in your name. Here's hoping this gesture fires your ecological drive: You'd have to plant another 733 trees on your own to make up for the actual amount of CO₂ emitted during your average 10-year car life.

So, you ask, what's wrong with luscious images of green, rolling hills, sparkling rivers, copper canyons? Why would anyone want to interfere with a good-hearted effort to bring a little nature back into the hectic consumer lifestyle? No reason, except that the Federal Trade Commission is a real curmudgeon when it comes to companies like GE marketing their regular old reduced-wattage light bulbs as "energy-efficient." They were required to cease the false claim. Also, no more will you find the upbeat three-arrow recycling logo on White Castle hamburger boxes, or the "chlorine-free process" claim on Mr. Coffee filters. Technically speaking, neither was accurate. And since Ciba-Geigy's Basus Flea and Tick Spray actually does *sort of* contain some ozone-destroying chemicals, the company was wise to drop the warm and sunny "ozone-friendly" label, in

MIKE LUCKOVICH

light of activist pressure.

With the FTC and environmentalists meddling about, the eco-image business isn't the sandbox it was in the affluent '80s. "PR pros are less giddy about the growth prospects for environmental PR than they were a few years back," laments an *O'Dwyer's* editorial. But don't count savvy companies out. They may not be interested in actual ecology, but with all these communications professionals about, there's more than one way to maintain a green glow while you thin a forest.

For instance, you could, say, purchase some credibility outright. As *O'Dwyer's* details: "Cash-rich companies...are funding hard-up environmental groups in the belief the imprimatur of activists will go a long way in improving their reputation among consumers." Or, as Jim Andrews, editorial director of International Events Group, a specialist in the field, explains: "It's a trade. You give money and you use the non-profit's logo. You're almost using the cause as a form of media."

Or try your hand at that *SeaRiver* name game. Meet the National Wetlands Coalition—a group of such renowned nature bunnies as Amoco, Arco, Chevron, Conoco, Exxon, Mobil, Shell, and Texaco. As the name intimates, these are companies with a genuine interest in Wetlands conservation: *they want to stop it*. During the Bush administration, these faux-ecologists managed to redefine the national definition of wetlands, reducing the amount of land under federal protection by nearly 50 percent.

The Environmental Conservation Organization (ECO) is another such group with an ironic *nom de green*. Like you and me, this group of real estate developers is disgusted by erosion and pollution. "[E]fforts to save the environment," its literature proclaims, "should not *erode* fundamental constitutional rights nor *pollute* our free-enterprise economy." [italics mine]

There are many others: the Evergreen Foundation (a timber consortium); the Information Council for the Environment (coal, mining, and public

utilities); the Sea Lion Defense Fund (the Alaska fishing industry, fighting to *diminish* the Sea Lion's food sources); and a sentimental favorite from the '80s, the U.S. Council for Energy Awareness (the nuclear power industry).

And, of course, Citizens for the Environment, a "grassroots environmental group that promotes market-based methods for protecting our environment." CFE has no citizen members, per se, unless you count corporate citizens like Amoco, Boeing, Chevron, Coors, GE, GM, Georgia-Pacific, and so on. This group also lobbies against environmental regulations, using the argument that big industry always has and always will be the most pro-environmental force around.

But maybe they have a point. Perhaps DuPont Chairman and CEO Edgar Woolard signaled an abrupt corporate turnaround with his shocking 1990 pronouncement that "we subscribe to the concept of sustainable development as outlined in the report of the World Commission on Environment and Development."

That same year, DuPont released their famous "Applause" commercial with penguins, sea otters, dolphins, and flamingos all clapping, flapping, and squawking joyously to Beethoven's ever-mirthful "Ode to Joy," while a narrator informs us that DuPont has just placed orders for several environmentally safer double-hulled oil tankers. "DuPont. Better things for better living."

Then again, maybe not. DuPont's announcement is touching, but shareholders should be assured that the nation's number one emitter of toxins (source: EPA, 1994) hasn't forgotten how to be cold-hearted in the lean '90s. They still dump chemicals into rivers and oceans, pump ash and other pollutants into the sky and inject toxic waste into underground geologic formations like no other American corporation. Around the time that Woolard announced his new enthusiasm for ecobusiness, he also unequivocally termed his company's 1.6 million pounds of pollution per day "safe."

Achh. Seems kind of contradictory, but that's just an editorial opinion.

—David Shenk

SPY

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**Questions? Call
Russell Johns at
(800) 237-9851**

*Woody Allen is being hounded. Salman Rushdie and
is being called nasty things. What happened? The D*

WHY IT'S NOT SO SMART



PAUL IORIO LOOKS AT THE
DEMONIZATION OF GENIUS
AND THE SUBSEQUENT RISE
OF FAUX SMARTS.

*Roman Polanski are on the run. Even Enrico Fermi
abification of America, or—*

TO BE SMART ANYMORE



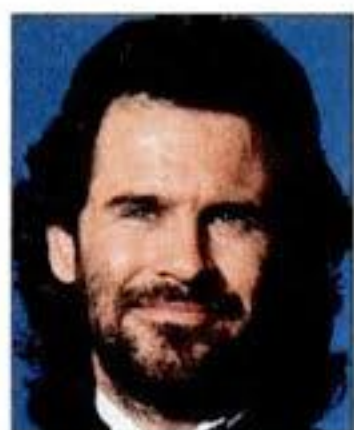
DAVE WOODMAN

SMART MAKEOVERS

Cosmetic Attempts at
Faux Smarts



Dennis Miller



Tim Robbins



Demi Moore



Sylvester Stallone



Tom Hanks



QUICK—think of the smartest person you know. Now ask yourself: How's he/she doing? Then think of the most successful person you know, and ask yourself: How smart/dumb is he/she? Get the picture? Sure, back in school, intelligence may have been associated with loserish, dateless geeks. But you always figured you would get even out in the real world, didn't you? After all, you were *smart*; everyone said so, from your mother to your college admissions officer. Trouble is, somewhere along the way, smart translated badly—*very* badly—in the eyes of the world.

The sad fact is that intelligence is being demonized and devalued everywhere lately, not least of all in mainstream movies. To be truly feared and vilified in the nineties, one must be more than an evil, violent psychopath. Ever since the high standard was set by Hannibal Lecter in *The Silence of the Lambs*, celluloid villains have had to be smarter than ever in order to compete: In *Blown Away*, Tommy Lee Jones quotes T.S. Eliot; in *Speed*, Dennis Hopper likens murder to a new form of interactive television; and in *Cliffhanger*, John Lithgow's bad guy comes off like the headmaster of a country day school. Even the star cheat in *Quiz Show* is an Ivy League professor.

Meanwhile, of course, idiocy is being celebrated as something noble and pure in movies ranging from *Regarding Henry* to *Forrest Gump*.

In real life, the new outlaws are pop-art geniuses like Woody Allen, Michael Jackson, and perennial fugitive Roman "Big Daddy" Polanski—all accused, and one convicted, of a sex crime. Other recent pariahs include scientific icons J. Robert Oppenheimer and Enrico Fermi, irresponsibly called neo-traitors in a new best-selling book; any artist funded by an NEA grant (or at least those condemned as perverts on the floor of the United States Senate); and computer wizards like the dazzlingly sociopathic Kevin Mitnick, who allegedly raised major cyber-hell by penetrating

impenetrable computer systems at several uptight corporations.

Clearly, being smart isn't such a smart idea anymore. In fact, some former sharpies have even had to dumb-down just to stay employed. Meryl Streep, for example, abandoned big ambitions and Eastern-bloc accents to become a regular gal and action movie star. Mario Cuomo tried, unsuccessfully, to keep his job by running TV ads featuring an endearingly inarticulate, Breslin-like supporter who mispronounced his name as "Como," as in Perry, instead of

Cuomo, as in Aquinas. Even the average consumer has undergone something of a lobotomy. Witness the ubiquitous commercials in which an announcer asks something like: "Who's smarter—this wo-

man who shopped at Sears or this prize-winning astrophysicist?"

Why does braininess have such a bad reputation these days?

Simply put, we don't like to be reminded that there may be others out there who know more than we do. As David Denby explained in his review of *Forrest Gump*: "A smart film hero, of course, would risk offending the many Americans who now get angry if there's even a hint that they've been outclassed." Conversely, we're flattered by smart villains because we want to believe that those who victimize us are clever, that we are locked in battle with an exalted adversary—and not some dumb thug with a brick.

WHATEVER the reason, this devaluation of intelligence has, oddly, accompanied the rise of *faux* smarts. Faux smarts? Think of it as a desire to *appear* smart by people who we know are really dumb as dishwater—notwithstanding their nonprescription eyeglasses. For the celebrity, this can be easy. Witness the near-schizophrenic transformation of Dennis Miller, who went from *GQ*-appareled pretty-boy comic to bearded, beatnik-sweatered Allen Ginsberg manqué. Political affiliations

Forrest Gump:

"MOST PEOPLE DON'T
LOOK DUMB TILL THEY
START TALKIN'."



also help to conceal a fundamental illiteracy—to which various incarnations of the Baldwin family will attest. Beyond that, writing a book can truly do wonders for the verbally challenged celeb: ads for Suzanne Somers's new talk show tout her as...Entertainer, Actress, Lecturer, *Author*.

But what about the rest of us? How can we, in our non-celebrity doofyness, attain some modicum of precious pseudointellectualism?

If having our SAT scores automatically raised is not enough, we're in luck. As it turns out, diploma mills will offer anyone with a few bucks a smart-sounding college degree; similarly, vanity publishers will turn anyone into an author and virtually *anything* into a book.

What's more, lots of people prefer faux smarts to the real thing. It's the same way some people prefer fake wood to real wood because fake wood doesn't rot, warp, or attract termites. Faux genius, after all, comes without demons or neuroses; it requires none of the tedious work of actually *writing* a real novel or *making* a real film. All you need is the paraphernalia and accoutrements of intelligence, and you, too, can successfully mimic a genuinely smart person. Maybe you'll even come off smarter than one—since everyone will know you're faking it and thus spare you the vilification of the truly brilliant.

I. HOW MUCH IS THAT DEGREE IN THE WINDOW?

THE FIRST STOP on the road to faux intelligence is a degree mill. Unlike traditional universities, which make you do excruciatingly difficult things (like studying), degree mills will quickly and easily add a cheap string of important-looking initials to the end of your name. Why bother enrolling in a big-name school, when you can just as easily *buy* a degree in a few hours from a school whose name sounds equally prestigious to the inattentive and badly informed?

If you aren't smart or affluent enough for, say, Bennington—try Barrington in Burlington, Vermont, and see who can tell the difference on a résumé. "If you look at the name of the college...it appears that the name could be mistaken by, let's say, foreign students, for one or two other colleges that are located in Vermont," says Robert Lorenz, an education specialist with the Vermont Department of Education. "Bennington College comes to mind. And there's a Barring—Burlington as well."

The name also briefly threw someone at the U.S. Department of Education. "Barrington, not Bennington?" asked Education's Stephanie Babayak. Actually, such confusion is part of the program. "[Degree mills] are very smart about giving themselves names that are

very close to legitimate institutions," says Charles Andersen of the American Council on Education.

But at least the school is located in the heart of Vermont academia, right? Only if you consider Park Avenue South in Manhattan to be part of Vermont. In fact, when we called the school, we reached someone in...New York.

"In the beginning, our understanding was that they would be located in Vermont," Lorenz says. "Upon investigation, their 800 number appears to be answered in the New York City metropolitan area. And their [Vermont] address turns out to be a mail drop."

Posing as a prospective student, we soon discovered that Barrington was virtually selling honorary degrees. "If you're interested in [an honorary degree], yeah, there would be a donation involved," says Steven Bettinger, president of Barrington. For a total of \$1,400, he tells us, "You'd get a certificate and everything."

Bettinger then says that "a donation alone can't get the degree," but adds that the only other major requirement is the passing of a credential evaluation. "That would be a résumé and anything else you could add...any military, just about anything." As far as actual programs of study, according to Bettinger, "We also have a Ph.D. program, which—you know, obviously you would do some work."

THAT'S DR. COSBY!

Celebrity

Ivana Trump

Bill Cosby

Peter Jennings

Gloria Vanderbilt

Barbra Streisand

Attempt at Faux Smarts

Published novels For Love Alone and Free to Love

"Dr. William H. Cosby, Jr." regularly receives honorary degrees (Temple, Notre Dame, etc.)

High school dropout hosts World News Tonight

Published The Memory Book of Starr Faithfull

"Advises" President Clinton on healthcare



THEY'D BE GREAT IF THEY WERE...

(10 percent smarter)



Richard Lewis

Ron Howard
Rosie O'Donnell
Charles Grodin



Bryant Gumbel

John Glenn
Helen Hunt
Steven Bochco



Penny Marshall

Joyce Brothers
Randy Quaid
Rosanna Arquette

Barrington is evidently breaking the law by granting degrees of *any* kind, because it has not yet received approval to do so from the Vermont Department of Education. Lorenz informed us that the matter is being reviewed by the state's Attorney General's office. "Barrington registered as a correspondence school, and that is not the same as having approval to grant degrees," he says. "My understanding is that they are offering baccalaureate degrees after taking seven courses and they offer no hassle from teachers, no hassle from quizzes, and an open book final exam."

About the potential implications of Barrington's practices, Lorenz says, "Granting a degree without state approval would violate state law and be subject to a fine of \$1,000 per day." Even honorary ones? "There's no distinction in the law between an honorary and another degree."

Some states are not nearly as strict about education as Vermont. Hawaii, for example, is said to have some of the

David St. Hubbins:
"THE MORE IT STAYS
THE SAME, THE LESS IT
CHANGES."



most lax regulations in the United States. To corroborate this, we looked into Eurotechnical Research University, which is not in Europe but in Hilo, Hawaii. We think.

Whatever ERU may lack in conventional credibility, it more than makes up for in mystery. Two of its representatives mentioned up-front that the school has a separate college of martial arts (which, as anyone knows, is the backbone of a small technical university). Eurotech also lists a Hawaii address but has a Texas phone number and an administrator in Michigan. The school's president, Dr. Robert C. Simpson, explains: "I commute to Hawaii to Australia to Florida and Texas."

What's a possible reason for their Hawaii affiliation? "If you're a filling station, you can start awarding degrees in Hawaii," says Dave Stewart of the American Council on Education.

Without dismissing the possibility of learning tae kwon do, we impressed upon Dr. Simpson our need for some

sort of business credentials, such as an MBA. "Let me get to the bottom line: that degree will be ready [in about three months]," he says, after hearing very little about our background. He went on to explain that the master's program consists of two "modules," each with classes that use texts, assignments, and possibly an audiotape. All tests are open book, including the final. "That's the way busy people can get through it," he says.

Insisting that SPY stick to his rigorous Euro-Hawaiian module regimen, Simpson did not offer us the chance to buy an honorary degree—which was no skin off our nose. "We were gonna do one for the President of Turkey," he says, "but my predecessor died in the middle of the process and by the time I found out about it, it was too late."

Why the president of Turkey?

"I have no idea."

Seeking something less, well, Euro-Hawaiian, we tried Summit University—a "non-residence" university with central offices in Louisiana and provosts in Ohio, Delaware, and New York. One advisor, Kenneth Onapolis, whose name sounds suspiciously like Annapolis, offers something close to a passionate defense of the quick degree ethos.

"Anybody can earn an MBA by going to *school*..." Onapolis says. "There's an easy way of doing it and there's a hard way of doing it. The hard way would be for you and I to spend extensive amounts of dialogue and document all the education you have...all of the life experience seminars, workshops, training programs that you think are worthy of college credit, and we'd evaluate them."

And the easy way?

"We submit you with an examination that is a non-proctored, open-book examination that is equivalent to the master's degree program that a university would offer...it's computer-graded." This, in Onapolis's view, *is* work. "We expect you to go to libraries, contact relatives, friends, business associates, colleagues, whatever, to get the answers to the questions," he says.

And so, without having to put up with pesky grades and studying, students can receive a master's degree after

passing a single test and paying a few thousand dollars. Not bad.

Still, faux smarts must be about more than just taking open-book tests and mixing with the Euro-Midwestern-Hawaiian elite. It probably couldn't hurt to have some sort of professional degree from a professional-sounding school. With this in mind, SPY contacted the Southern California University for Professional Studies (SCUPS), which, in spite of its traditional Ph.D. programs, was all too glad to strike a deal.

SCUPS offered to sell SPY an honorary law degree for \$10,000 flat, despite the lack of any prior legal experience. All we had to do, according to Lorrie Weiland, an admissions counselor with the university, was send in a résumé, any certificates that we held, and a one-page explanation as to why we wanted the degree. This seemed very reasonable, considering the company it would put us in.

"The first honorary degree we gave was to a gentleman from Korea," Weiland says.

"Why Korea?"

"We've had three different individuals fly in from Korea for degrees," she says.

"Why Korea?"

"We're worldwide."

"But yet all from Korea?"

"It just happened. We just started doing it and it just happened..."

"...So who are they? Businessmen?"

"Businessmen, yes. They were all businessmen."

"Did they make a contribution to the university?"

"Yes, oh yes. You'd pay the same as you'd pay for the [actual] degree."

Along with Barrington and Eurotech, the Southern California University for Professional Studies is accredited by an organization called the World Association of Universities and Colleges (W.A.U.C.).

"[W.A.U.C.] is not an accrediting association that's recognized by either the Council on Recognition of Post-secondary Accreditation or the U.S. Department of Education, which are the only ones that count in this country," says Education's Dave Stewart, an expert on degree mills. "I have a number of in-

quiries on it, one from a student who said he's been trying to track it down. The last address I have for them is Las Vegas, which figures."

We called W.A.U.C. President Dr. Maxine Asher and asked her about the curious Las Vegas address. "I live in Los Angeles and after the earthquake in January [1994] I moved to Las Vegas to get away from the earthquake," she says. "Well, I set up everything there but then I moved back to L.A., but things were working so well that I'm going to leave it in [Las Vegas] with the legal office in Switzerland. It's not a very good reason but that's what happened."

Wait a minute. Legal offices in Switzerland? Operations in Vegas? Between this Swiss-Vegas connection and Summit's Euro-Hawaiian alliance—not to mention all those Korean gentlemen—faux smarts appears to have truly gone worldwide.

2. LITERARY ILLUSIONS

Faux genius can't ever be fully achieved with a degree and eyeglasses and Swiss-Vegas schmoozing. One also needs the faux accomplishment, say, of a book deal from a vanity press. And by no means is there a shortage of companies eager to publish virtually anything for a price.

Under the pen name of Jonathan Swift, we called Marketing Director Dan Heise at Evanston Publishing and presented him with a modest proposal.

SPY: Jon Swift is the name I write under. I have two ideas that are kind of controversial...One is a nonfiction book on the medical ramifications of cannibalism. It would be about what parts of the body you would ignore [while eating]. For example, don't eat this, eat that; if you want carbohydrates, eat that. Almost a practical guide to [cannibalism].

HEISE: How would you go about assessing the value of something like that?

SPY: Through doctors. Have doctors say, "Well, this would be something

THEY'D BE GREAT IF THEY WERE...

(20 percent smarter)



Whoopi Goldberg

Julia Louis-Dreyfus
Rudolph Giuliani
John Grisham



Conan O'Brien

Al Gore
Danny DeVito
Kevin Costner



Hillary Clinton

Dennis Quaid
Garry Marshall

NO AMOUNT CAN SAVE THEM



The Baldwin Brothers

The Carradine
Brothers
Sting



Cher

Kim Basinger
Glen Campbell
Tipper Gore



Tony Randall

Jay McInerney
Leona Helmsley

you'd want to avoid, this would be poisonous, this part would provide carbohydrates, protein, et cetera." Start with the premise that [the movie] *Alive* started with...

HEISE: Something that people had an interest in—however morbid. They ate it up.

SPY: Precisely. Would you have a problem with that?

HEISE: I don't think we would. That sounds like—although it would be controversial, it doesn't sound like it would be patently offensive or derogatory towards anyone. So I think it's definitely going to be taken into consideration.

SPY: Here's the other one and that is, like, one of these novelty books....It's the wit of someone who is not really known for anything except being very, very serious—and that is the wit of Saddam Hussein.

HEISE: God, that would be hilarious!

SPY: Believe it or not, you would be surprised, people who have covered this guy in Baghdad, they have collected a lot of quips from him.

HEISE: The wit and wisdom of Saddam Hussein! [laughs]

SPY: Like, when the Republican Guard was defeated, he turned to someone and said,

"Frankly, I'd rather be in Port Palma" or something. When his oil wells were being bombed, he said something to the effect—I don't have the exact quote in front of me—but something like, "A couple million gallons here, a couple million gallons there, it starts to add up."

HEISE: [laughs]

SPY: ...it'd be a cute little fifty-pager.

HEISE: To tell the truth, I think that would be hot, a hot item! It depends on the reaction you'd get from the distributors and chain stores, et cetera. Because if they don't like it, then it's not gonna go anywhere. But it seems to me to be the kind of thing that would definitely get people's attention, and that's what you've got to do in this business. Especially if you made it something like a \$6.95 impulse item or even a calendar.

Next, we shopped the same ideas to Vantage Press, the premiere vanity publisher, making our pitch to Vantage Editor Walter Kendall.

SPY: "[One idea] is a compilation of...the wit of Saddam Hussein....Many of the people who have covered him in Baghdad understand that he really is a first-rate wit and they have compiled some [quips] from press conferences....Would you have a problem with something like that?"

KENDALL: "Not that I imagine."

SPY: "The other idea that is kind of chancy is, if you've seen the movie *Alive*, it broaches the subject of cannibalism....I've actually done about 100 pages of a book [on] the real story on [cannibalism], what part of the human body would be "forget it, don't eat it."...Is that something that would create any type of problem?"

KENDALL: "Well, not theoretically...Based on the subject, I wouldn't see a problem. But we'd have to see the book before we make a final determination."

SPY: "Are there subjects that you don't approach at all?"

KENDALL: "Well, we don't do pornography. We don't do things that are libelous."

Let's get this straight: Cannibalism is in, libel out; Saddam is in, pornography out. Does that mean we can write about eating Saddam—but we can't libel him?

Trying to make sense of all this, we looked back upon the several hours of our academic/publishing career. To achieve faux smarts, it seems, all we had to do was scrape together approximately \$15,000: We arranged to receive two quick MBAs via open-book tests for roughly \$3,000 apiece; an honorary doctorate for \$1,400; and an honorary law degree for \$10,000. Plus, we cut deals to do books on "A Practical Guide to Cannibalism" and "The Wit of Saddam."

Hold on. Was that offer from Vintage or Vantage? And was that school Bennington or Barrington? In Vermont or Hawaii? Or Zurich? Oh, never mind. These are minor distinctions to the faux smart. As Spinal Tap's Nigel Tufnel put it, there's a fine line between clever and stupid. ☺

Dan Quayle:
"IF WE DON'T
SUCCEED, WE RUN THE
RISK OF FAILURE."



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Movies & Television

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 Jim Carrey - \$35
 Sean Connery - \$125
 Kevin Costner - \$65
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 Lolita Davidovitch - \$35
 Gena Davis - \$75
 Rebecca Demornay - \$55
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 Laura Dern - \$35
 Shannon Doherty - \$75
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 Julia Roberts - \$195
 Meg Ryan - \$75
 Winona Ryder - \$95
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 A. Schwarzenegger - \$110
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 Steven Seagal - \$60
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 William Shatner - \$65
 Charlie Sheen - \$45
 Grant Show - \$45
 Andrew Shue - \$45
 Alicia Silverstone - \$50
 Christian Slater - \$50
 Courtney T. Smith - \$45
 Wesley Snipes - \$45
 Steven Spielberg - \$75
 Sylvester Stallone - \$75
 Sharon Stone - \$75
 Madeline Stowe - \$60
 Meryl Streep - \$50
 Kiefer Sutherland - \$35
 Kristy Swanson - \$35
 Patrick Swayze - \$45
 Emma Thompson - \$45
 Uma Thurman - \$45
 Marisa Tomei - \$65
 John Travolta - \$30
 Kathleen Turner - \$45
 J.C. Van Damme - \$60
 Denzel Washington - \$45
 Sigourney Weaver - \$35
 Robin Williams - \$40
 Bruce Willis - \$65
 Robin Wright - \$35

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 Bryan Adams - \$45
 Tori Amos - \$60
 Michael Bolton - \$65
 Jon Bon Jovi - \$45
 Bono - \$95
 David Bowie - \$65
 Garth Brooks - \$45
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 Phil Collins - \$50
 Harry Connick Jr. - \$45
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 Bob Dylan - \$350
 Sheena Easton - \$40
 Gloria Estefan - \$50
 Melissa Etheridge - \$30
 Peter Gabriel - \$60
 Amy Grant - \$45
 Sammy Hagar - \$45
 Deborah Harry - \$35
 Don Henley - \$40
 Whitney Houston - \$75
 Janet Jackson - \$65
 Michael Jackson - \$295
 Mick Jagger - \$175
 Billy Joel - \$75
 Elton John - \$75
 Lenny Kravitz - \$45
 K.D. Lang - \$45
 Madonna - \$250
 Paul McCartney - \$350
 Meatloaf - \$40
 John Mellencamp - \$45
 George Michael - \$75
 Bette Midler - \$125
 Stevie Nicks - \$45
 Tom Petty - \$95
 Robert Plant - \$65
 Prince - \$400
 Keith Richards - \$75
 Axl Rose - \$60
 Paul Simon - \$75
 Frank Sinatra - \$250
 Bruce Springsteen - \$200
 Sting - \$60
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 Neil Young - \$95

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Our Annual Census of the

**This year,
a new type
of villain is
gracing the
pages of the
SPY 100—
more insidi-
ous, less
glamorous,
just as
loathsome.**

If 1994 will be remembered for anything other than O.J.'s midlife crisis, it will be remembered as a year of change. Republicans swept the elections on the promise of change. Pope John Paul II signed a book deal for \$6 million and change. And Michael Jackson paid millions in damages for watching young boys change.



Most Annoying, Alarming, and Appalling People, Places, and Things

How We Picked the "Winners."

As dictated by tradition, we started with 1,000 nominees and whittled them down to 100. The competition was brutal. Newcomers like the bellicose Newt Gingrich (No. 2) and allegedly "funny" Jim Carrey (No. 11) pushed perennial contenders Donald Trump (No. 345) and Fat Al Sharpton (No. 161) out of medal contention. Comebacks (No. 18) figured heavily, with Arianna Stassinopolous Huffington, aka "The Sir Edmund Hillary of Social Climbers," (a respectable No. 83) storming back after a six-year hiatus (No. 70, 1988). Local favorites, like the George Pataki vs. Rudy Giuliani spat (No. 114) were edged out by national disgraces like Diet Pepsi Freshness Dating (No. 78) and international atrocities like the Mexican Democratic Process (No. 94.). But ours is a rigorous, scientific process, with little room for personal bias. Loyal readers will remember that our equation was determined years ago by SPY's in-house mathematics department, but for the sake of newcomers, our formula works as follows:

L=Inherent Loathsomeness, which is determined by staff census;
M=Misdeeds, a tabulation of past iniquities; F=Mitigating Factors, the things which make candidates slightly less detestable; S=Cultural Saturation, the level to which we have been bombarded with each candidate's name, likeness and/or influence; and B=Bonus Points, which are just bonus points.

Spy 100 Formula

$$\text{Total} = \frac{L^3}{4} + \frac{[\max(2S, M)]M}{\sqrt{F} + 2} + \frac{B^3}{4}$$

1

total: 566.67
Gump Mania

inherent loathsomeness (1-10) 10
misdeeds (1-10) Hollywood's dim-witted version of the Horatio Alger story was given four stars by Newt Gingrich for its "solid portrayal of basic American values." * The film was lauded as a champion of the disabled, but rather than allowing a disabled actor to play the paraplegic Lt. Dan (and shoot his walking scenes from the waist up) Paramount spent millions to have Industrial Light & Magic "erase" Gary Sinise's legs from the film. * Studio heads cut a scene in which Gump meets Martin Luther King Jr. because it "slowed down the pace of the movie." * Changed downbeat line from book, "Bein' a idiot is no box of chocolates," to cheerfully insidious: "Life's like a box of chocolates—you never know what you're gonna get." * Extolled the virtues of innocence while shamelessly promoting Dr. Pepper, Nike, and Apple computers..... 10
mitigating factors (1-10) Proved conclusively that Americans would rather watch an idiot than Arnold Schwarzenegger..... 1
cultural saturation (1-10) By the time it opened, eight out of 10 U.S. consumers had seen Forrest Gump ads an average of four times, according to Paramount's marketing president Arthur Cohen. * Viacom head Sumner Redstone pressed for an unusually large media campaign to compensate for the offbeat title: "The name is not something easy like *Shoot 'em Up* or *Speed Through the Jungle*." 10
bonus points (1-10) Barbra Streisand stopped her

show in Anaheim, CA, to pay tribute to Hanks, who was in the audience: "I was so thrilled to see a film about decency doing so well." Frank Rich of the *New York Times* compared Gump to Bill Clinton: "Gump is neither bitter nor cynical, but a healing figure, eager to put his and his country's past behind him to embrace idealism and hope. Isn't that what many Clinton voters felt on election night 1992?" . . . 10



2

total: 560.00
Newt Gingrich

inherent loathsomeness (1-10) 10
misdeeds (1-10) The new Speaker of the House has sanctimoniously lashed out at political corruption while spearheading efforts to block campaign-finance and lobbying-reform bills. * Proposed the supposedly revolutionary "Contract with America," which actually contained mostly warmed-over Reaganomics. * While proclaiming a need to return to traditional family values, went through a politically embarrassing divorce. Nineteen years after marrying Jackie, his high school geometry teacher, he

tried to get her to sign a divorce settlement as she lay in a hospital bed, still groggy from a cancer operation. * A few weeks before the hospital incident, Newt told his campaign treasurer "Jackie isn't young enough or pretty enough to be the wife of the president of the United States." * During divorce settlements she alleged that he had "failed and refused to voluntarily provide reasonable support for herself and their children." Newt finally paid her off to shut her up. * Assailed Democrats who defend sexually explicit art as subsidizing "obscenity." But as a grad student at Tulane University, he led protests after the university blocked the school newspaper from publishing pictures considered obscene by administrators. Threatened the university president that he would disrupt campus life for weeks if their demands were not met: "It is now a question of power.... We are down to a question of wills." * Called Clinton soft on defense: "The commander in chief has an obligation to be militarily competent." Like Clinton, he ducked the Vietnam draft, claiming a deferment based on his young children. * Has produced a video college lecture series in which he plugs corporations that had given him contributions. * Sent a threatening fax to New York's Mayor Rudolph Giuliani, and addressed it to "Mayer [sic] Rudolph Giuliani [sic]." 10
mitigating factors (1-10) In recent election, edged out Ben Jones, who played Cooter on *The Dukes of Hazzard*. 1
cultural saturation (1-10) 9
bonus points (1-10) When asked by a friend in 1974 if he wanted to be President, replied "No. I want to be speaker of the House." 10

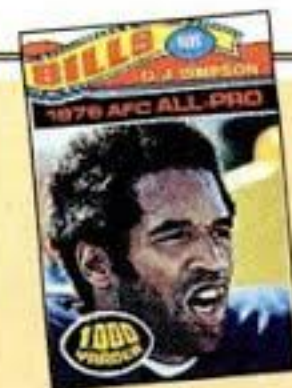
OFF THE SCALE

O.J. Simpson

Between the time we write this and the time you read it, enough annoying, alarming and appalling things about O.J. will be revealed to fill approximately 20 football fields—or 14,786 SPY 100 lists—laid end-to-end. The media are calling the Simpson murder trial "The Media Event of the Century," bigger than World War II, Vietnam, and the JFK assassination combined.

Any one of the leading players in the bizarre cast of characters that make up what is also being billed as "The Great American Tragedy" could easily hold the #1 spot on the 100 uncontested: The Faustian defense attorney Robert Shapiro; the puckish Kato Kaelin, who parlayed his tangential involvement into a TV and soft porn movie career; media darling Judge Lance Ito, who now claims to identify with the celebrity status of Madonna and Cher; miniskirted exhibitionist prosecutor Marsha Clark; O.J. himself; and the deceased Mrs. Simpson. The supporting players are in some ways even more colorful: Nicole's "best friend" and "author" Faye Resnick, who portrays her pal as a coked-up lesbian adultress; designated driver A.C. Cowlings; O.J.-"best friend" and baggage handler Robert Kardashian; mistress and Playmate Paula Barbieri; and the late, neglected Ronald Goldman, who picked the wrong time to return sunglasses.

In this whole nauseating mess, there was only one mitigating factor: News coverage of O.J.'s Bronco ride destroyed David Hasselhoff's pay-per-view concert special from the Trump Plaza. But perhaps the most annoying, alarming, and appalling thing about it all is that O.J.'s going to walk. You know he is.

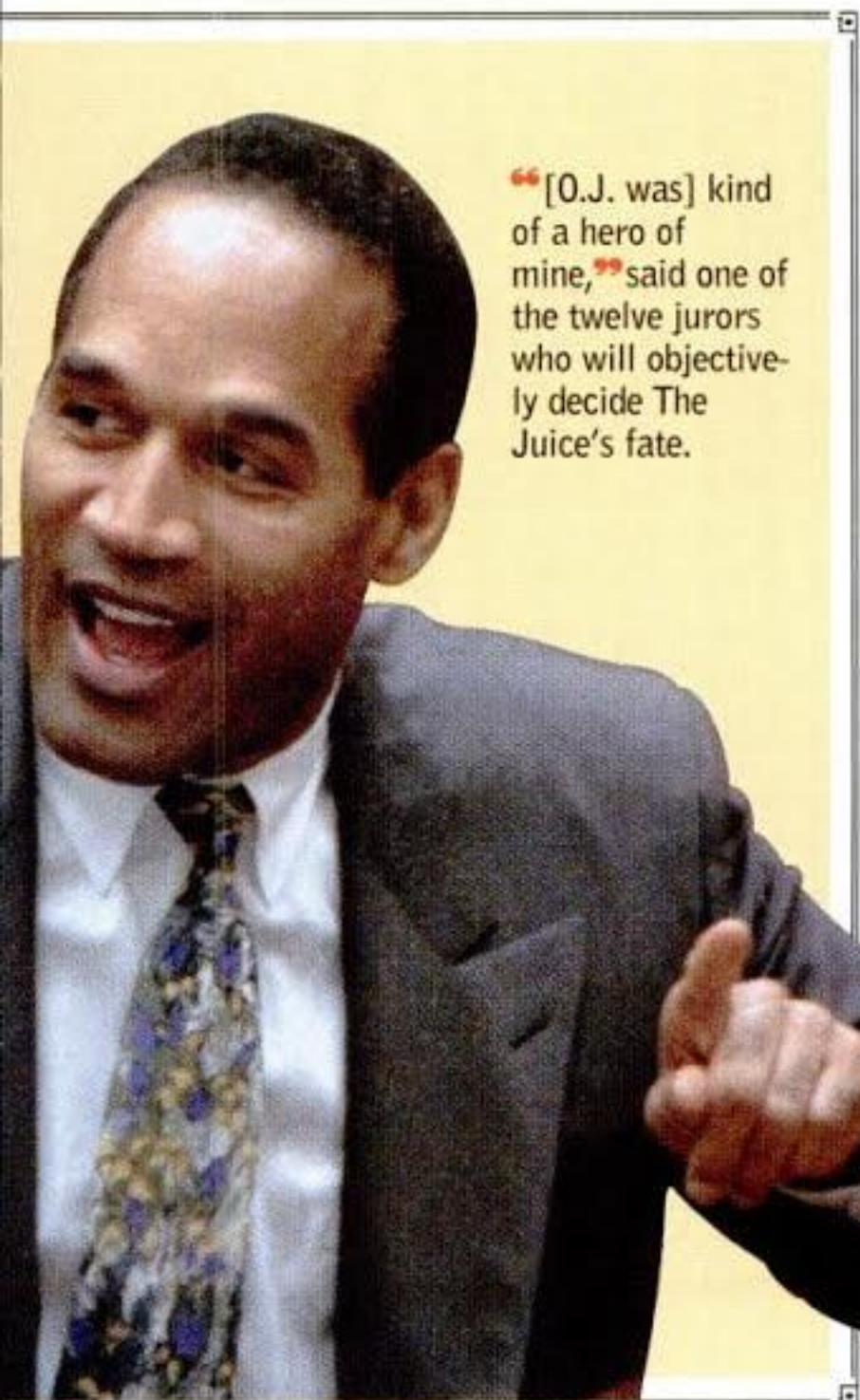


3

total: 553.33

Whitewater: The Little Scandal That Couldn't

inherent loathsomeness (1-10) 10
misdeeds (1-10) Deputy secretary of the Treasury Roger Altman's ethics questioned by a Senate committee which included "Keating Five" S&L figure Donald Riegle (D-MI) and Republican attack spaniel Al D'Amato (R-NY). * National figures who attended the hearings included pro-life terrorist Randall Terry and humorous homunculus Jackie Mason. * Fall-guy Altman left out in the cold by his own boss, Treasury Secretary Lloyd Bentsen, whose only show of support was asking his wife to sit next to Altman's wife during the hearings. * Republicans attempted to make Vince Foster's suicide look like a White House hit. * Senator Lauch Faircloth (R-NC) claimed that one Park Police officer's failure to appear before the committee was part of a "cover-up." The missing witness was actually on vacation. 8
mitigating factors (1-10) D'Amato didn't sing. * Caused Clintons to have legal debts that facilitated prank by satirical magazine. 1
cultural saturation (1-10) Captured the coveted Media Triple Crown—covers of *Time*, *Newsweek* and *U.S. News and World Report*. 10
bonus points (1-10) In an effort to cast the White House staff in a favorable light, Representative Maxine Waters (D-CA) asked presidential counselor Mack McLarty, "I understand you even attend church regularly?" 10



"[O.J. was] kind of a hero of mine," said one of the twelve jurors who will objectively decide The Juice's fate.

4

total: 546.67

Hey, Batter? No Batter



inherent loathsomeness (1-10) 10
misdeeds (1-10) Greed ruined one of the best years in baseball history. * Matt Williams had 43 home runs and five players were close behind. * There were three players battling for two Triple Crowns. * Tony Gwynn was batting .394. * Cal Ripken Jr. was 121 games short of Lou Gehrig's record for most consecutive games. * The Yankees were finally in first place and the Mets weren't in last. * Inspired avaricious hockey owners and players to follow suit. 10
mitigating factors (1-10) Ken Burns's PBS documentary, *Baseball*, was better than the real thing. 1
cultural saturation (1-10) Sportswriters who cover baseball had nothing else to write about. 7
bonus points (1-10) Average salary for major league players is \$1.1 million; average yearly revenue for a baseball team is \$107 million. Player's union associate general counsel Gene Orza said, "[The owners] talk like Adam Smith when they're selling and Joseph Stalin when they're buying." 10

5

total: 533.33

Woodstock II

inherent loathsomeness (1-10) 10
misdeeds (1-10) Blues Traveler John Popper's harmonica version of the "Star Spangled Banner." * 2,800 overflowing Port-O-Sans. "There's a lot of people over-pooing the poopers," announced one panic-stricken emcee. * Fans formed a mosh pit for Melissa Etheridge. * Small pizzas cost \$11; breakfast rolls and beverages for three cost \$21. * The spirit of Woodstock '94 was summed up by a nude Idahoan hitchhiker named Goat: "Get some drugs, hang out with people, and get laid. That's what it's all about." * Said Spin Doctors' Chris Barron, "I always think it's cool to commemorate cool things that have happened, because there's a chance that you may, through commemorating them, evoke them again." 5
mitigating factors (1-10) Almost half the attendees avoided the \$135 admission charge when security fences toppled. 1
cultural saturation (1-10) 10
bonus points (1-10) Said promoter Joel Rosenman of the audience, "These kids know how to party." 10

total: 532.36
6
Tonyaville, USA
inherent loathsomeness (1-10) 10
misdeeds (1-10) After being banished from organized skating for her involvement in the plot to

cripple Nancy Kerrigan, Tonya Harding has branched out as a star of violent action movies. * Harding's amateur-porn wedding-night video was snapped up by *Penthouse* and is available in video stores. Highlight: the radiant bride proudly shoves her hand in front of the camera to display her husband's ejaculate. * Will receive an estimated \$400,000 fee for the "authorized" movie of her life from Zev Braun Pictures, Inc., the same company that made the the four-hour miniseries on the Menendez-family murders. * Offered \$2 million by the All Japan Women's Professional Wrestling Association to wrestle as a "baddie." 8
mitigating factors (1-10) She won't be appearing in the Ice Capades. 6
cultural saturation (1-10) 9
bonus points (1-10) Received a \$20,000 contribution toward training from George Steinbrenner. * Sources close to Harding say that Donald Trump is interested in "doing something with Tonya." . . . 10

7

total: 523.72

Death of the Sexual Revolution

inherent loathsomeness (1-10) 10
misdeeds (1-10) Antioch College's Sexual Offense Policy states: "Asking 'do you want to have sex with me?' is not enough. The request for consent must be specific to each act." * Antioch's recommended punishment for dealing with sexual imposition ("Nonconsensual . . . touching of thighs, genitals, buttocks, pubic region or breast/chest area") is at least a three-month suspension and mandatory attendance at a treatment program for sexual offenders. * A.C. Greene, former teammate of HIV+ swordsman Magic Johnson, founded Athletes for Abstinence, which produced a movie called *It Ain't Worth It*. . . . 9
mitigating factors (1-10) Legitimizes not getting laid. 2
cultural saturation (1-10) 4
bonus points (1-10) True Love Waits, a national abstinence program sponsored by the Southern Baptist Convention, encourages teens to wear white ribbons to signify their purity and sign pacts declaring their intent "to be sexually pure until the day I enter a covenant marriage relationship." 10



8

total: 521.70

McLawsuit

inherent loathsomeness (1-10) 10
misdeeds (1-10) 81-year-old Stella Liebeck was awarded \$2.9 million after suffering burns from a cup of coffee that spilled on her groin as she held it between her legs. Liebeck charged McDonald's with selling an "unreasonably dangerous [product] due to extreme temperatures." The complaint also cited the company's "breach of implied warranty of merchantability because the coffee was not fit for human consumption." . . . 9



10

total: 474.25

Michael Fay's Sorry Ass

inherent loathsomeness (1-10) 10
misdeeds (1-10) Vandalized cars in country that has outlawed chewing gum. * Upon returning home, blew off curfew, and when his father grounded him, he threw down pack of cigarettes and shouted, "Let's go!" Lost ensuing wrestling match to 47-year-old father. * When stepmother intervened he flashed his scarred buttocks at her. "Look what happened to me!" * Entered drug rehabilitation program for an addiction to butane fumes. According to his mother, her son became addicted to butane in prison and continued to inhale after his return home "to forget." 7
mitigating factors (1-10) Shook the hand of the man that caned him. "He works for the government," said Fay. "That's his job." 1
cultural saturation (1-10) 9
bonus points (1-10) Told by a therapist that he suffers from post-traumatic stress disorder, which similarly affects rape victims, war veterans, and abused children. Tells reporter "the four lashes were over in about a minute." 9

mitigating factors (1-10) Award was later reduced to \$480,000. 3
cultural saturation (1-10) 3
bonus points (1-10) "It is our belief [the incident] will change the industry standard for serving coffee," said a spokesperson for Hardee's. 10

9

total: 480.25

Michael Jackson

inherent loathsomeness (1-10) 10
misdeeds (1-10) Rather than face charges filed by a 14-year-old boy, including "orally copulating plaintiff...masturbating plaintiff...eating the semen of plaintiff...having plaintiff fondle and manipulate the breasts and nipples of defendant...while defendant...would masturbate," the Peter Pan of Pederasty paid the child a reported \$15 to \$20 million in damages. * Is featured in a 1995 calendar which shows the singer posing with a bunch of ethnically diverse, prepubescent boy scouts. "There's no scandal as far as we're concerned," says a spokesman for the calendar's printer. * Married scientologist Lisa Marie Presley. According to a source close to Jackson, the King of Sop has long wanted to acquire the rights to all of Elvis Presley's songs. "He's always had a fascination with Elvis," said the source. 8
mitigating factors (1-10) The infinitesimal possibility that he sodomized Macaulay Culkin. 1
cultural saturation (1-10) 9
bonus points (1-10) Before they were married, the couple spent a week at Donald Trump's Mar-a-Lago estate in Palm Beach. According to Trump, they spent each evening "holding hands and talking into the wee hours." Says a friend of Mrs. Presley-Jackson, "Lisa Marie has very good taste." 9

11

total: 463.88

Jim Carrey

inherent loathsomeness (1-10) . . . 9
misdeeds (1-10) Filed for divorce from the mother of his six-year-old daughter, blaming the breakup on his feverish quest for success. * Received \$7 million to star in *Dumb and Dumber*. "Guess which part I play," Carrey says. * In his free time, paints paintings of angels with titles like *Emy the Perfect Soul*. "It symbolizes to me that if I didn't need anything from this earth I could move on," he told a reporter. "But I need a lot." * Regarding his role in *The Mask*, he told *Seventeen*, "I don't want to be anyone else these days, but everybody wears masks....Wouldn't it be cool if we could just be ourselves?" 6
mitigating factors (1-10) Frequently compared to Francophile Jerry Lewis, and look what happened to him. 2
cultural saturation (1-10) Appeared on the cover of numerous magazines, for what turned out to be the same interview. 9
bonus points (1-10) He's Canadian. 10



12

total: 461.54

The C.I.A.

inherent loathsomeness (1-10) 9
misdeeds (1-10) Failed to suspect Aldrich Ames—who spent \$540,000 on a house; \$ 455,000 on cred-

it cards; \$40,000 on a Jaguar; \$30,000 on phone bills; and \$5,000 on donations to the Democratic National Committee—on a salary of less than \$70,000—of being on the KGB payroll, in what turned out to be the worst espionage scandal in C.I.A. history. * Admitted that after Ames had violated cardinal agency rules—read: drinking problem and sleeping with a foreign national—instead of being disciplined, he was promoted to the highly sensitive job of running counterintelligence operations against the Russians in Washington. * The National Reconnaissance Office admitted that it failed to provide "detailed and straightforward information" about a \$347 million building complex that mysteriously popped up outside Washington. 10
mitigating factors (1-10) Oliver Stone didn't make this up. 2
cultural saturation (1-10). 2
bonus points (1-10) Two senior officials were fired for giving an award for outstanding work to Milton Bearden, the agency's station chief in Bonn, Germany, only hours after Bearden had been reprimanded for "very serious failures" in the Ames case; result: death of 10 U.S. operatives in then-U.S.S.R.10

13

total: 458.35

Flesh-Eating Bacteria

inherent loathsomeness (1-10) 9
misdeeds (1-10) Streptococcus A can cause "necrotizing fasciitis", an illness which can eat away fat and muscle at the rate of one inch per hour. * Treatments range from antibiotics to amputation. * Death may result in three to four days.9
mitigating factors (1-10) Prefers British flesh to American. May strike Donovan Leitch. 8
cultural saturation (1-10) 7
bonus points (1-10) Spawned British tabloid frenzy that rivaled the disease in its rapaciousness, resulting in headlines such as KILLER BUG ATE MY FACE.10

14

total: 401.83

Barbra

inherent loathsomeness (1-10) 9
misdeeds (1-10) Spotted billboard for her concert in London hailing her upcoming performances as "the event of the decade." Shortly after Streisand wondered aloud if "lifetime" wouldn't be more appropriate, a person connected to Streisand's record company was spotted climbing up onto the billboard with a can of spray paint. The vandal crossed out the word "decade" and replaced it with "lifetime." * Explained her rationale for auctioning off her \$4 million Art Deco/Nouveau collection: "I want only two houses, rather than seven....I feel like letting go of things." * Charged up to \$350 a ticket for her concerts, in which she used TelePrompTers

not only for her lyrics, but also for her in-between-song patter. * On President Clinton's detractors: "I think they're jealous—jealous of a president who is very young, very smart, very nice, with a full head of hair!" * After sopping up \$49.7 million for a mere 16 shows, Streisand was still kvetching: "You know what this tour cost me? Twenty million dollars! Sixteen on the road and four in Vegas." 8

mitigating factors (1-10) Dumped by Andre Agassi for Brooke Shields. 1

cultural saturation (1-10). 7

bonus points (1-10) Bragged that, when Peter Jennings interviewed Haitian Lieutenant General Cédras and Brigadier General Biamby, Biamby demanded to know about the status of Jennings' relationship with her. 9

15

total: 397.30
The N.R.A.

inherent loathsomeness (1-10) 9

misdeeds (1-10) Opposed assault weapons ban despite the fact that 80% of Americans and 60% of the NRA's own members favor some sort of restrictions on guns. * Ran television campaign with the tagline: "Don't let politicians get away with murder. Join the NRA." * Attempted to recall California State Senator David Roberti from office for supporting California's 1989 ban on assault weapons. Said Roberti, "Five years after I authored a bill, they tried to recall me. They just didn't forget." * Since 1983, has paid Phil Gramm nearly \$350,000 for campaign funds and "independent expenditures." Gramm has opposed every proposed restriction to gun ownership during his two terms, and even refused to support a ban on the sale of plastic firearms that may be undetectable by airport metal detectors. 7

mitigating factors (1-10) A novel approach to population control. 2

cultural saturation (1-10). 8

bonus points (1-10) Jack Killorin, spokesman for the Bureau of Alcohol, Tobacco and Firearms said, "I tend to judge the quality of a gun show by how far I get into it before I see the first picture of Adolf Hitler." . . . 9

16

total: 393.20
Aaron Spelling

inherent loathsomeness (1-10) 9

misdeeds (1-10) Most prolific producer in television history; created more than 2,909 episodes of pure schlock, culminating in Fox's prime-time Gen X line-up: *Beverly Hills, 90210*; *Melrose Place*; and *Models, Inc.* * Known in Hollywood as the "King of the Jiggles." * On the importance of his contribution to American culture, Spelling waxed sociological: "Do you know what our suicide rate would be if we didn't have television? Do you know how much happiness I've brought to people who couldn't get out of the house but could watch *The Love Boat*?" * Lured Linda Gray to *Models, Inc.* with the line: "You'll be the Ricardo Montalban of *Models, Inc.*" 7

mitigating factors (1-10) Yes, we watch it too. . . . 2

cultural saturation (1-10). 7

bonus points (1-10) Looking back on his days as the operator of the "Whites-only" elevator in a Dallas branch of Neiman Marcus, Spelling wistfully recalls, "I enjoyed it, because there were such beautiful people beautifully dressed." 9

17

total: 392.62
Body Piercing

inherent loathsomeness (1-10) 9

misdeeds (1-10) Passes for an artistic medium in certain social circles. * Passes for cultural rebellion in others. * Used by designers Vivienne Westwood and fashion's *l'enfant stupide*, Jean Paul Gaultier; basket-

ball player Dennis Rodman; models Naomi Campbell and Christy Turlington to get attention. * Says Dan Kopka of Gauntlet, an impaling boutique in Greenwich Village, "The process of puncturing and healing is kind of addictive." 8

mitigating factors (1-10) Permanency. Makes idiots



easier to spot. 2

cultural saturation (1-10). 6

bonus points (1-10) Apologist anthropologist Helen Fisher told the *New York Times*: "Let's not forget that in other cultures, body disfiguration is thought to be beautiful....It's surprising that Americans haven't gotten to this sooner." 9

19

total: 389.10
Kennedy—The MTV Version

inherent loathsomeness (1-10) 9

misdeeds (1-10) Self-proclaimed conservative virgin mimed fellatio on a microphone during a speech by fellow Republican Rudolph Giuliani. * Has a G.O.P. elephant tattooed on her upper left thigh. * Referring to Dan Quayle, she says, "Dan rocks!" * Describes G. Gordon Liddy as "awesome" and believes that Dick Cheney and John McLaughlin "Rocks the planet" and "rules," respectively. * On politics, Kennedy displays a keen grasp of the issues: "I love free markets. I love defense...I love the old white guys." 7

mitigating factors (1-10) MTV looks even dumber. 2

cultural saturation (1-10) 6

bonus points (1-10) "This is one Kennedy I could support for public office," says Dan Quayle. . . . 9

20

total: 387.93
Wonderbra

inherent loathsomeness (1-10) 9

misdeeds (1-10) Made it acceptable for feminists to pursue better-looking breasts. "Look," said one purchaser, "who cares if it's not politically correct to want great breasts? I want them." * A San Francisco newspaper editor wrote an obituary for the women's movement citing the introduction of the Wonderbra as proof. * According to a national poll, 76 percent of female consumers felt that bra ads cater to male notions of sexiness. * Makes superwaif Kate Moss look slightly less like a boy: "They are so brilliant, I swear, even I get cleavage with them." * T-shirts feature the slogan: "Who cares if it's a bad hair day?" 8

mitigating factors (1-10) Safer than silicone. 2

cultural saturation (1-10) When the Sara Lee Foundation introduced the Wonderbra at the Manhattan Macy's, it sold 3,000 in 10 days. 5

bonus points (1-10) Wonderbras were flying off the shelves, but purchasers included 13-year-old boys and men who often accompanied their female companions into the changing rooms to watch them try on the bra. 9



18

total: 390.94
Comebacks

inherent loathsomeness (1-10) 9

misdeeds (1-10) Meatloaf, Andre Agassi, Woodstock, IBM, Detroit auto manufacturers, Bob Evans, Van Cliburn, Barbra Streisand, Bruce Willis, John Travolta, Pink Floyd, The Eagles, Donald Trump, Ed Wood, Tony Bennett, One snide satirical magazine in particular, the Stones, the Eighties, the Seventies, the Sixties, Jeffrey Katzenberg, Heroin, Arnold Schwarzenegger, Vampires, Sharon Stone, George Carlin, Dennis Miller, James Garner, Facial Hair, Yasser Arafat 8

mitigating factors (1-10) Failed comebacks: Plant/Page, Martin Short, Gene Wilder, Tom Snyder, Bill Cosby, Pauly Shore, Eddie Murphy, Oliver Stone, Cocaine, Dabney Coleman, Damon Wayans, Winona Ryder, Matthew Broderick, Valerie Bertinelli, Tracy Austin, Los Angeles, Kevin Costner, Shannen Doherty, Danny DeVito. 5

cultural saturation (1-10) 7

bonus points (1-10). 9

21

total: 380.90

Airtight White House Security

inherent loathsomeness (1-10) 9

misdeeds (1-10) Allowed a drunk pilot to fly a stolen Cessna 150 into the south facade of the White House undetected and, less than two months later, an ex-con to unload more than 20 rounds of ammunition into the front of the building. * The plane did appear on the radar screens at nearby National Airport's control tower as it flew into White House airspace, but no one was monitoring the radar. * Gunman Francisco Duran (no relation to Roberto) had been in prison for two and a half years and purchased his Chinese-made SKS semi-automatic by lying on his application. According to Alcohol, Tobacco and Firearms spokesman Larry Scott, "The gun [seller] has to take an individual at his word. If an individual goes into a gun shop and falsifies the form, it's not the gun dealer's fault." 7

mitigating factors (1-10) The President was not disturbed by either attack; he slept soundly across the street through the plane crash and watched football on television while the White House was riddled with bullets. 2

cultural saturation (1-10) 4

bonus points (1-10) Passersby tackled and subdued the gunman before the Secret Service was able to get to him. * Suicidal pilot Frank Corder told his brother John, "If you're going to kill yourself, the way to do it is to take an airplane and crash it into the White House." Of course, John says, "Everybody thought he was joking." 9

22

total: 376.80

Carville/Matalin

inherent loathsomeness (1-10) 9

misdeeds (1-10) Washington's most visible couple captured the "Media Sluts of the Year" title on their promotional book tour of *All's Fair: Love, War and Running for President*, for which they received a \$900,000 advance. * The two tough-as-nails political spin doctors were actually big crybabies: When the Gennifer Flowers controversy surfaced, Carville "sobbed for hours." When Bush lost the election, Matalin remained depressed for months: "Some days I'd wake up crying, unable to do anything." When Matalin wouldn't talk to Carville during the '92 election, he pestered Ann Devroy of the *Washington Post*, who was forced to call Matalin, saying "I can't stand when men cry. He is sobbing into the phone. You've got to call him...He won't stop crying and I'm really afraid he's gone off the deep end." When he finally saw her at the first '92 debates, he "almost started crying." 3

mitigating factors (1-10) Carville has had a string of losses that include stinging defeats in New Jersey and California. 2

cultural saturation (1-10) 7

bonus points (1-10) Matalin describes her husband's

cranium as "the Carville Serpenthed."

They were among the select few to be invited to the marriage of Rush Limbaugh at the home of Supreme Court Justice Clarence Thomas. Says Limbaugh: "You get married these days, and people say, 'Oh, it will never work' - and if there were ever two people it was said about, it was Mary and James." 9

23

total: 374.15

Jerry Jones/Jimmy Johnson

inherent loathsomeness (1-10) 9

misdeeds (1-10) Two months after winning a second straight Super Bowl, Dallas Cowboys owner Jerry Jones announced at a bar crowded with journalists "at least eight or nine times" that he was firing his head coach, Jimmy Johnson, for snubbing him while Jones toasted the Cowboys' victory. The inanity of their feud was summed up by Johnson's successor, Barry Switzer: "One thing," Switzer said to Jones. "Would you or Jimmy please explain to me how two guys could be on top of the world and win two straight Super Bowls and not be able to get along with each other?" During a half-time show, Johnson stated "I'm not trying to irritate anyone, but by being alive I irritate Jerry." 6

mitigating factors (1-10) Jones became so hated in Dallas that he was forced to park his car on the grass near his office instead of parking in his regular parking spot because he had received so many death threats. 3

cultural saturation (1-10) 3

bonus points (1-10) Jimmy freely admits that he is not without fault: He had a wife while coaching college football because it was the convenient and socially acceptable thing to do, but he divorced her once he reached the pros. 9



total: 352.25

24

Bobbitt's New Career

inherent loathsomeness . . . 9

misdeeds (1-10) Turned wife-beating and castration into a cottage industry. * Danced as stripper at The District, a gay nightclub in Fort Lauderdale. * Judged a transvestite Lorena Bobbitt look-alike contest. * Starred in a hard-core porn movie entitled John Wayne Bobbit Uncut. 9

mitigating factors (1-10) It appears to have shrunk. . . 1

cultural saturation (1-10) 7

bonus points (1-10) Twice convicted on charges of domestic battery filed by his new fiancée, 21-year-old model Kristina Elliott. 8

25

total: 347.74

Fruitopia

inherent loathsomeness (1-10) 9

misdeeds (1-10) The name Fruitopia was created for Coca-Cola by a group of students at Miami University in Ohio in 1991, as part of a project whose objective was to "come up with a complete marketing plan—from product name to advertising and promotions—for a sparkling water and juice drink in development under the Minute Maid brand at Coca-Cola Foods Canada." In 1994, Coca-Cola spent \$30 million launching Fruitopia—less than \$20,000 was given to the students in 1991. Said a Coca-Cola spokesperson: "Our marketing group, working independently with Chiat/Day [an ad agency], came up with the name Fruitopia." But according to Carrington Powers, creative director of the student team, "They told me that they liked the design concept of my label and that they really might use it." 8



total: 343.58

Aeroflot's Kiddie Pilots

inherent loathsomeness (1-10) 9

misdeeds (1-10) An Aeroflot flight from Moscow to Hong Kong crashed into a Siberian mountain, killing all 75 people on board. The commission investigating the crash admitted that a crew member had been teaching his son, Eldar, and daughter, Yana, how to fly the plane. 10

mitigating factors (1-10) An American Eagle flight crashed, killing 68, and a USAir flight crashed, killing 132, and they had grown-up pilots. 1

cultural saturation (1-10) 5

bonus points (1-10) The cockpit tapes recorded Yana saying, "Daddy, can I turn this?" 8

26



27

total: 338.95

Them Crazy Bush Boys

inherent loathsomeness (1-10) 9
misdeeds (1-10) Son of ineffectual president and brother of S&L debaucher, George "Junior" Bush, ran for governor in Texas, won sympathy vote when incumbent Ann Richards called him a "jerk." "What really irritated me about that is I didn't even call him a jerk," said Richards. * Had parents campaign for them. * In Florida, gubernatorial candidate Jeb Bush whined, "Are we safer today than we were four years ago? Are our children better educated?"—evidently forgetting that his father was running the country two out of the four years in question. * Silver spooner Jeb Bush believes government subsidies for parents who want to send their kids to private schools "are the only way to insure that the next generation gets the jobs it needs to fulfill its dreams." 7
mitigating factors (1-10) Jeb lost. 2
cultural saturation (1-10) 7
bonus points (1-10) On the first day of dove-hunting season in Texas, George "Junior" W. Bush unceremoniously killed a killdeer, a rare songbird whose extermination is a crime under state law, even though the birds' markings and flight patterns are markedly different from that of doves. One of Ann Richards's consultants remarked, "This is like not knowing what a bagel is in the city of New York." 8

mitigating factors (1-10) The drinks taste awful no matter what they call it. 2
cultural saturation (1-10) 8
bonus points (1-10) For their efforts, members of the Miami U. team were also awarded paper certificates and Coca-Cola pens. 8

28

total: 338.25

Mighty Morphin Power Rangers

inherent loathsomeness (1-10) 9
misdeeds (1-10) Banned in Norway, Sweden, and Denmark after a five-year-old girl was stoned, kicked and left to die in the snow by three young fans of violent kiddie shows. * There will be a movie. * The hideously jerky action sequences are cut straight from a Japanese show, the Zyu Rangers, and then spliced with hideously stilted American dialogue sequences. * Ruled as "too violent for Canadian television"—which airs professional ice hockey—by the Canadian Broadcasting Standards Council. 6
mitigating factors (1-10) Favorite show of child prodigy Michael Kearney, the youngest college grad in U.S. history. 1
cultural saturation (1-10) Shown daily, the show captures a 57 percent share of the 6–11 audience ... 7
bonus points (1-10) At a charity benefit auction at Hollywood's House of Blues, guests bid \$1,500 for a cameo appearance on the Mighty Morphin show. Among the attendant stars were Michael Keaton, Fabio, and David Hasselhoff. 8

29

total: 334.85

Keith Moon Wannabes

inherent loathsomeness (1-10) 9

misdeeds (1-10) Drunk sensitive actor Johnny Depp—who has been known to check into hotels under the pseudonym "Mr. Donkey Penis"—trash-es his \$1,200-a-night hotel suite at the Mark Hotel following a row with wispy girlfriend, Kate Moss * The damage totalled \$9,767.12. 6
mitigating factors (1-10) Amateurish pugilist Mickey Rourke caused \$20,000 worth of damage to his \$5,000 a night suite at the Trump Plaza. 2
cultural saturation (1-10) 7
bonus points (1-10) Depp's late-night shenanigans disturbed Roger Daltrey, former Who singer and hotel-room deconstruction-ist, who was trying to sleep in the room next door. "On a scale of one to ten" said Daltrey, "I give him [Depp] a one. It took him so bloody long. The Who could have done the job in one minute flat." 8

30

total: 333.68

The Schoolgirl Look

inherent loathsomeness (1-10) 9
misdeeds (1-10) Takes the pedophilic trend in fashion to the next level. * Adopted by everyone from 21 year-old daddy's girl Tori Spelling to ancient plastic sculpture Cher. * Explained supermodel/sociologist Linda Evangelista: "The world is so harsh now, with kids taking guns to school. Maybe we want to give them back the childhoods we had." (Give one to Michael Jackson while you're at it.) 5
mitigating factors (1-10) Won't see much of it this winter. 2
cultural saturation (1-10) 8
bonus points (1-10) Allows Kate Moss to keep her day job. 8



total: 330.75 **31**
Oliver Stone

inherent loathsomeness (1-10) 9
misdeeds (1-10) Beset the American population with the years most dim-witted, heavyhanded satire in the grotesquely bad *Natural Born Killers*. * The movie inexplicably resuscitated the unnecessary careers of Juliette Lewis, Robert Downey, Jr., and Woody Harrelson, and inspired a 17-year-old boy to murder his stepmother and half-sister in Utah. * Why did he make the movie? Explains Stone, "I did it out of a sense of fun and irreverence." 5
mitigating factors (1-10) *Natural Born Killers* was overshadowed at the box office by both *Forrest Gump*, a mawkishly upbeat sixties story, and *Pulp Fiction*, directed by Quentin Tarantino, who wrote the script for *Killers* and was very unhappy with Stone's interpretation. Upon leaving a screening, Tarantino lamented, "He [Stone] has no sense of humor." .. 2
cultural saturation (1-10) 7
bonus points (1-10) Stone is reported to be producing a movie version of Bret Easton Ellis's *American Psycho*. 8

32

total: 326.65

Pope John Paul II, Hack

inherent loathsomeness (1-10) 9
misdeeds (1-10) The 74-year-old CEO of the wealthiest tax-exempt religious conglomerate in the world wrangles \$6 million for the American publishing rights, 45 percent of publishing fees plus royalties from *Crossing the Threshold of Hope*. 7
mitigating factors (1-10) Faye Resnick's *Nicole Brown Simpson: The Private Diary of a Life Interrupted*, which was written with a *National Enquirer* columnist and describes Resnick's lesbian affair with the late Mrs. Simpson, debuted ahead of the Pope as #1 on the *USA Today* best-seller list. 2
cultural saturation (1-10) Sells an estimated 10,000 copies a week. 4
bonus points (1-10) 8

33

total: 324.60

Health Care

inherent loathsomeness (1-10) 9
misdeeds (1-10) Hillary Clinton's failed monomaniacal push for universal health care resulted in a Byzantine 1,342-page, 14-pound doorstop of a plan that was presented to a snickering Congress. * Wrote Professor Martha Derthick of UVA, "In many years of studying American social policy, I have never read an official document that seemed so suffused with coercion and political naiveté as the draft report of the President's health security plan that emerged last fall, with its drastic prescriptions for controlling the conduct of state governments, employers, drug

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35

total: 284.12

La Langue Française

inherent loathsomeness (1-10)	8
misdeeds (1-10) In order to protect the purity of French culture, the Commissariat General de la Langue Française prosecutes French companies that do not provide French translations of English words in publicity material. In one case, a fast-food restaurant chain was fined for advertising "hamburgers" rather than <i>steak hache</i> . For the sake of Gallic simplicity, a jet must be called an <i>avion a réaction</i> , and for the sake of clarity, <i>le bulldozer</i> has been officially changed to <i>le bouldozer</i>	8
mitigating factors (1-10) Jerry Lewis is still called Jerry Lewis.	2
cultural saturation (1-10)	6
bonus points (1-10)	8

manufacturers, doctors, hospitals, and you and me."

* Said one administration official: "The strategy was simple: screw the moderates. We can do it on our own."

mitigating factors (1-10) Americans still have the option of simply not getting sick.

cultural saturation (1-10) A Lexis/Nexis search of "Health Care" turned up 54,118 newspaper stories in 1994 alone. "Health Care and Stupid" turned up 667. "Health Care and Boring" turned up 461. "Health Care and Annoying" turned up 165.

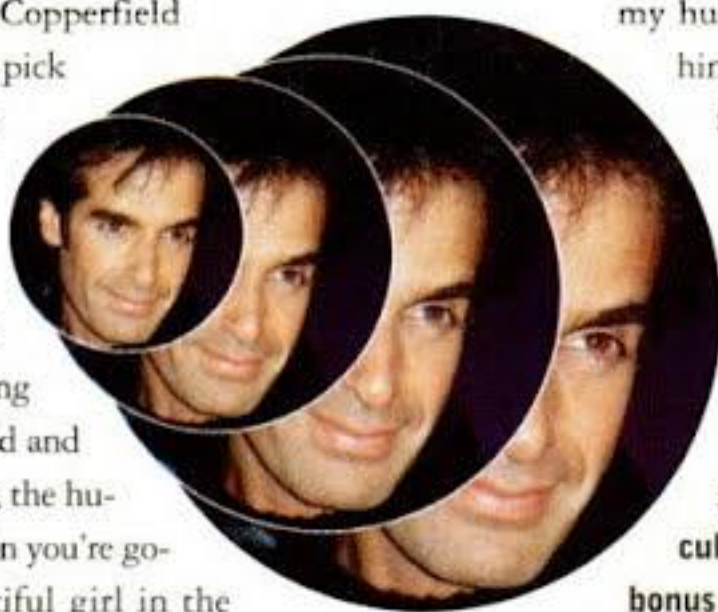
bonus points (1-10) Senator Daniel Moynihan momentarily mistook Senator John Chafee for Senator David Durenberger, even though the two men don't look alike. "Health care gets to you," Moynihan explained. "We've been at this too long."

34

total: 284.7

David Copperfield

inherent loathsomeness (1-10)	8
misdeeds (1-10) Rented private Caribbean island to propose to icy supermodel Claudia Schiffer; gave her a diamond ring with "more carats than Bugs Bunny could handle," according to Copperfield himself. * Allowed Schiffer to pick the church where the wedding would take place: the same church where Grace Kelly married Prince Rainier of Monaco (the father of Schiffer's previous boyfriend). * Responding to a barb regarding Copperfield and Schiffer on <i>Saturday Night Live</i> , the humorless conjurer sniffed, "When you're going out with the most beautiful girl in the world, there are some guys who are going to take shots at you."	8
mitigating factors (1-10) Seven months after accepting Copperfield's proposal, Schiffer decided to postpone the marriage "for a year or two." The übermodel explained that her top priority was to star	



in her first film, and that she had to "save more money" before marrying.

cultural saturation (1-10).....

bonus points (1-10) A month after Schiffer shelved the wedding, a deluded Copperfield babbled to a reporter at a fashion show, "She's wonderful as a model and as an actress and as a woman. We're going to be married."

36

total: 283.00

Ollie North

inherent loathsomeness (1-10)	8
misdeeds (1-10) Iran-Contra hero spent nearly \$20 million to lose race for Virginia senate seat. * The political spin doctors did such a good job that, by the election, only 32 percent of Virginians were aware North was convicted of three felonies for obstructing Congress, receiving an illegal gratuity, and shredding documents (though all three were later overturned on a "technicality"). * Nancy Reagan jumped into the fray, saying, "I know Ollie North has a great deal of trouble separating fact from fantasy. He lied to my husband and lied about my husband. He kept things from him that he should not have kept from him. That's about what I think of Ollie North." ..	9
mitigating factors (1-10) Lost to a Democrat incumbent who had admitted behavior that was "not appropriate for a married man."	1
cultural saturation (1-10)	4
bonus points (1-10) His family calls him "Larry." His Vietnam buddies called him "Blue." During his secret travels for the White House, North used phony passports describing himself as "Mr. Johns," "Mr. West," and "Mr. Goode." His coschemers in the Iran-Contra business called him "Blood and Guts" and "Steelhammer."	8

total: 273.75

37

HIV+ Performance Art

inherent loathsomeness (1-10)	8
misdeeds (1-10) During ultramasochistic HIV+ performance artist Ron Athey's shows, the ex-heroin addict: sticks 20 syringes in his arm and lets blood drain down; jabs a knitting needle into his skull to create a bloody crown of thorns; carves the back of a fellow "artist" with a scalpel, blots the blood with towels and hangs them over the audience's head; pierces the cheeks of three actors in a "wedding scene" with 7-inch hypodermic needles, who later perform a dance in which they gyrate until Christmas balls that are hung from their body with barbed fishing hooks are torn from their skin. ...	10
mitigating factors (1-10) None whatsoever.	0
cultural saturation (1-10) Athey plays to sellout audiences.	6
bonus points (1-10) Athey, who has metal bolts through both nipples, on other forms of piercing: "I don't like dick piercings too much, because if you're giving head to people who have them, the metal bangs against the back of your throat."	7

38

total: 270.35

Kathleen Battle

inherent loathsomeness (1-10)	8
misdeeds (1-10) The Metropolitan Opera star soprano's prima donna behavior included: using her car phone to call her agent to call the opera house to call the driver to tell him to slow down; ordering other singers to leave the room while she rehearsed; complaining that another singer was "looking at my mouth"; and quitting when Met General Manager Joseph Volpe did not appear in her dressing room within the five minutes that she demanded. * According to the head of one big-city opera company: "The people who do the hardest work in our business—makeup people, stagehands—they hate her. They don't just dislike her, they hate her." ..	7
mitigating factors (1-10) Volpe eventually sacked the \$40,000-a-performance diva, prompting an ovation from Met company members.	2
cultural saturation (1-10)	1
bonus points (1-10) After she finished a stint of "La Fille du Régiment" in San Francisco, employees wore T-shirts that read: I SURVIVED THE BATTLE. ...	8

39

total: 266.67

Juvenile Crime

inherent loathsomeness (1-10)	8
misdeeds (1-10) Can be summed up by the case of 11-year-old Robert "Yummy" Sandifer, nicknamed for his love of cookies, who had been arrested at least 28 times for robbery, car theft, arson, and burglary. The abused son of a crack-addicted prostitute, he was raised by his grandmother, who couldn't control his gang-related activities. After fatally shooting a 14-year old girl, Yummy was killed by two fellow	

gang members. His assassins, ages 14 and 16, were both honor students. At Sandifer's funeral, his grandmother screamed, "Yummy!" and collapsed. . . . 4
mitigating factors (1-10) Boys will be boys. . . . 1
cultural saturation (1-10) A survey by the National League of Cities found that, over the past five years, school violence has increased in 38 percent of the 700 schools surveyed. One in four schools surveyed reported deaths or serious injury last year. . . . 4
bonus points (1-10) When Surgeon General Joycelyn Elders was asked whether her son, who was convicted of selling cocaine to an undercover cop, might commit other crimes while free on bail, she replied, "I don't feel that was a crime." . . . 8

40

total: 266.15
China

inherent loathsomeness (1-10) 8
misdeeds (1-10) While China's Communist government continued to rack up human rights violations (thousands were executed in the last year, according to Amnesty International), Clinton renewed their Most Favored Nation trading status under intense pressure from U.S. corporations. * Beijing Jeep, Chrysler's joint venture company, has been contracting work out to a Chinese prison labor outfit. "What is a labor camp?" said Franc Krebs, president of Beijing Jeep. "I've never been able to find one myself." * A book challenging the Communist Party called *Looking at China Through a Third Eye*, said that China's 800 million peasants "are like a living volcano, which could erupt at any time." The book was quickly banned because of its "negativism." . . . 7
mitigating factors (1-10) Moo shu pork. . . . 8
cultural saturation (1-10) 3
bonus points (1-10) 8

41

total: 266.00
Jennifer Capriati
inherent loathsomeness (1-10) 8



misdeeds (1-10) Apprehended in a hotel room for marijuana possession, as were her guests, Thomas Wineland—a crack-smoking ex-con, whom the police described as a "drifter"—and a 17-year-old runaway with heroin stuffed down her panties. According to Wineland, "She smoked [crack] for a couple of hours and then when we stopped, we started smoking reefers. She was also eating painkillers and drinking" * Arrested for shoplifting a \$35 ring from a Tampa mall. . . . 5
mitigating factors (1-10) Girls will be girls. . . . 4
cultural saturation (1-10) 4
bonus points (1-10) 8

42

total: 265.44
A Murderer's Change of Heart

inherent loathsomeness (1-10) 8
misdeeds (1-10) Bartolome Moya, the purported leader of a New York City drug ring, was arraigned on murder, kidnapping, racketeering and other charges. But when Moya's doctors reported that he was suffering from terminal heart disease, a Federal judge dropped the charges and allowed him to go home and spend his remaining days with his family. Moya promptly got a \$400,000 taxpayer-financed heart transplant at Temple University. When the U.S. Attorney's office found out, he was reindicted, but was allowed to stay home under ankle-bracelet

house arrest so that he could take medication. He then skipped his \$250,000 bail and fled to the Dominican Republic, where he thrived on black-market drugs. . . . 5
mitigating factors (1-10) He was eventually caught and returned to the U.S. . . . 5
cultural saturation (1-10) Moya's case was featured on NBC's *Dateline* and *America's Most Wanted*. . . . 4
bonus points (1-10) In 1993, the year before Moya received the transplant, only 34 percent of the 6,269 people in this country on waiting lists for heart transplants were allowed to undergo the operations, and 12 percent died waiting. . . . 8

44

total: 264.40
The Chill Pill

inherent loathsomeness (1-10) 8
misdeeds (1-10) Prozac not only legitimized chemical dependency, it turned it into an elitist clique. * Users have their own computer bulletin board, on which they swap tales of medication. * Pushed whiny, melodramatic, self-pitying hack Elizabeth Wurtzel (*Prozac Nation*) into the national spotlight. * Blamed in multiple lawsuits for suicides and homicides. * Said one Prozac-pushing social worker from Cleveland: "I think that someone like Emily Dickinson, who also suffered from depression, could have written more wonderful poems if she had access to modern medicine. She wouldn't have been depressed and therefore she would have been more productive." * Sharply reduces capacity to have orgasms. * Works only 30 percent better than sugar placebos. * At \$2 a capsule, is too expensive for people who really need cheering up. . . . 3
mitigating factors (1-10) Eliminates the need for pricey psychiatrists. . . . 9
cultural saturation (1-10) Prozac has become the fifth most prescribed drug in the world. . . . 7
bonus points (1-10) According to her unauthorized bio, Princess Di is on it. . . . 8

45

total: 262.25
Big Chief Rolling Dice
inherent loathsomeness (1-10) 8

misdeeds (1-10) Exposes reservations to mafia infiltration, because U.S. banks will not make loans on tribal lands, which are sovereign entities and cannot be foreclosed. * When not being plundered by the mob, tribes are often bled by "legitimate" management companies, whose standard contracts entitle the Indians to 60 percent of "profits after expenses" (translation: squat). * The Winnebago tribe of Wisconsin got a Halloween party from their management company, the Genna Corporation, and an \$800,000 back-taxes bill from the IRS "but have yet to show any profits." . . . 5
mitigating factors (1-10) Some tribes, including the Oneidas and the Chippewas, are making money. . . . 4
cultural saturation (1-10) 2
bonus points (1-10) Wayne Newton Enterprises rakes in \$20–30,000 a month from a Seneca-Cayuga casino, while the tribe earns virtually nothing. . . . 8



43

total: 264.99
Ed Rollins

inherent loathsomeness (1-10) 8
misdeeds (1-10) The man who boasted—and later denied—that he had paid black ministers to keep their congregations at home during the 1993 New Jersey gubernatorial campaign, who was thought to be finished in politics forever, resurfaced one year later, hawking not one, but two unqualified-but-wealthy candidates: Bernadette Castro in New York and Michael Huffington in California. . . . 4
mitigating factors (1-10) They both lost. . . . 6
cultural saturation (1-10) 5
bonus points (1-10) On archival James Carville's campaign team after the New Jersey election: "Carville and those guys were everything that's bad about the American political-consulting business." . . . 8



48

total: 237.87

The Zima Guy

inherent loathsomeness (1-10) 8
misdeeds (1-10) The zingle most insulting, ztupid and zurprizingly effective advertizing campaign of 1994. A moron in a dorky porkpie hat urged uz to try "zomething different" that "zatisfies" and iz not too "zweet" and many zuckerz did. 5
mitigating factors (1-10) Coors handed him his hat. 3
cultural saturation (1-10) Zima, which tastes like a Fresca gone wrong, is currently outselling Samuel Adams, Bartles & Jaymes and Rolling Rock. 9
bonus points (1-10) A favorite of the swinging under-21 set, which makes up 35 percent of all wine coolers consumed in the U.S. Kate, age 13, said, "It's like cheap soda, with a little bit of alcohol in it. I was surprised to find something that alcoholic could taste that good." 7

offer, later claiming that she could identify "distinguishing characteristics in Clinton's genital area."
 *Non-partisan charges and a \$700,000 lawsuit against the President were announced at the Conservative Political Action Conference. * Jones's sister supported the accusation that Jones had ulterior motives: "She told me whichever way it went, it smelled like money." 3
mitigating factors (1-10) Led to establishment of White House legal defense fund that led to a prank by a satirical magazine..... 4
cultural saturation (1-10)..... 7
bonus points (1-10) Jones was named "the most 'Alive and Uncensored' woman in America" by the makers of No Excuses jeans, the same company that promoted Marla Maples and Donna Rice. * After announcing the most specious lawsuit of 1994, Paula Jones yelled at one of her new neighbors in L.A.: "I hate all you people in California. All you do is complain and sue each other!" 7

total: 260.97

46

Ace of Base

inherent loathsomeness (1-10) 8
misdeeds (1-10) Said one member of the computer-based Swedish faux-reggae group: "I think we're popular right now because we have a positive message. All this gangsta rap and grunge is a bit dark...." * As is the past of keyboardist Ulf Ekberg, who admitted to the European press that he had been an active member of a Swedish white supremacist skinhead group. 3
mitigating factors (1-10) Stalked by a knife-wielding German woman claiming to be a "fan." 8
cultural saturation (1-10) Debut album reached #1 in U.S. 4
bonus points (1-10) Comparing their songs to the most popular Swedish group in history, Jenny Berggren said, "I think our songs have, shall we say, substance—not to put ABBA down or anything." 8

rate of violence in the world for countries that are not officially at war. 7

total: 228.10

49

Lil' Andy Giuliani

inherent loathsomeness (1-10) 8
misdeeds (1-10) During his father's swearing-in ceremony as the law-and-order mayor of New York, the impish seven-year-old gesticulated, giggled, read aloud the lines of the oath along with his father, and poured water down the elder Giuliani's pants leg. 7
mitigating factors (1-10) Andy behaves in a slightly more mature fashion than Al D'Amato. 2
cultural saturation (1-10) Comedy Central is reputed to be developing a show based on the relationship between Andy and Rudy Giuliani. 3
bonus points (1-10) The *New Yorker* declared that the mopet had made the biggest fashion statement of "Menswear Week" at a Rangers' game, wearing an oversize jersey: "The shoulders dropped halfway down his arms, in a daring raglan effect, and the jersey's hem stopped just inches above his sneakers. It had become a hockey dress." 7

total: 213.50

51

Bono at the Grammy's

inherent loathsomeness (1-10) 7
misdeeds (1-10) Lead singer of mainstream commercial rock band U2 accepted Grammy award for best alternative album saying, "We shall continue to abuse our position and fuck up the mainstream." * Backstage afterward, Bono commented on his risqué use of the four-letter word: "I say that every day. That was nothing." He then later told reporters that it was "something I don't say every day." 7
mitigating factors (1-10) Has not won an Oscar—yet..... 1
cultural saturation (1-10)..... 9
bonus points (1-10) Bono delivered a lengthy speech giving a Grammy Legend Award to Frank Sinatra: "Frank's chairman of the bad. This guy, he's the boss, the boss of the bosses, the man, the big bang of pop...I'm not going to mess with him. Are you?" The network let Bono ramble without interruption, then cut off Sinatra in the middle of his acceptance speech to go to a commercial. 7

total: 238.75

47

Colombian Soccer Fans

inherent loathsomeness (1-10) 8
misdeeds (1-10) After Colombian soccer star Andres Escobar accidentally tipped a ball into his own net, causing his team to lose to the U.S., he was shot to death outside a nightclub in Medellin. * Witnesses reported that Escobar's two assassins shouted, "Goal, goal!" as they pumped six bullets into his body. * Slain drug cartel boss Pablo Escobar owned shares in Atletico Nacional, Andres Escobar's old team. . . 10
mitigating factors (1-10) 10,000 Colombian fans, including President Cesar Gaviria, turned out to mourn Escobar's death. 4
cultural saturation (1-10) 4
bonus points (1-10) Colombians suffer the highest

total: 98.7

50

Fornigate

inherent loathsomeness (1-10) 8
misdeeds (1-10) Republican tool Paula Jones gained national fame by claiming that in 1991, then-Governor Bill Clinton requested her presence in a hotel room and after three or four minutes of small talk, dropped his pants and underwear, pointed at his genitals and said, "Kiss it." * Two Arkansas state troopers who escorted Jones to the room claimed that she had an hour-long tryst with Clinton and let it be known that "she was available to be Clinton's regular girlfriend if he so desired." * Jones apparently got a long, hard look at the President's

total: 211.29

52

Tribal Differences

inherent loathsomeness (1-10) 6
misdeeds (1-10) Systematic extermination of the Tutsis by the ruling Hutu tribe since has left 1 million dead, 2.4 million in refugee camps, 200,000 orphans and 150,000 dead by disease * In one incident, 2,800 people gathered in a church were slaughtered by Rwandan militia, using guns, grenades and machetes. It reportedly took four hours to kill everyone. * In June, the Clinton administration told government officials to not use the word "genocide" when discussing Rwanda, even though 400,000 people—primarily Tutsis—had been murdered by that time. 10
mitigating factors (1-10) For the U.S. government's purposes, Rwanda has no strong political lobby, oil,

or other natural resources that would make these peoples' lives worth saving.2
cultural saturation (1-10) see Bonus points4
bonus points (1-10) More media attention was devoted to Rwandan gorillas (Rwanda was the site of Dian Fossey's *Gorillas in the Mist* research) than to Rwandan guerillas. A June Nexis search turned up 1,123 stories on Rwandan apes and 138 stories on the genocide8

53

total: 207.50
The Counting Crows

inherent loathsomeness (1-10)7
misdeeds (1-10) Precious lead singer Adam Duritz on the band's prance to the top of the charts: "I'm in shock; I thought we would make a nice, small record and tour. I don't understand how this happened." Duritz later decided that it had happened simply because he was so great: "I love my songs. I think they're incredible." * Opening for the Rolling Stones, Duritz walked offstage after only six songs because he decided that a few puddles on the stage were potentially "dangerous." The Stones played a full show without injury.8
mitigating factors (1-10) The band has an accordion player.4
cultural saturation (1-10)9
bonus points (1-10) Duritz and bandmate Dan Vickery socialize in San Francisco with ex-Madonna Boy Toy Sean Penn.7

54

total: 200.20
Anna Nicole Smith

inherent loathsomeness (1-10)7
misdeeds (1-10) 26-year-old big-boned Guess? jeans model married 89-year-old wheelchair-bound multimillionaire J. Howard Marshall II. Prior to the marriage, he bought her more than \$1 million in jewelry. * After the reception, she kissed the groom and whispered, "Bye, darling, I'm off to Greece." * He had previously been married in 1931 and 1961. She had previously been married in 1985 to 16-year-old Billy Smith, who worked with her at Jim's Krispy Fried Chicken. * Was hospitalized after mixing alcohol, the painkiller Vicodin, and the anti-anxiety drug Xanax in a hotel room with a 20-year-old male acquaintance. * Sued by 23-year-old female housekeeper for \$2 million, claiming sexual assault.7
mitigating factors (1-10) Proved that overweight models get work too.2
cultural saturation (1-10)7
bonus points (1-10) Sued *New York* magazine for an picture of her tucking into a bag of Cheez Doodles on the cover of the "White Trash Nation" issue.7

55

total: 192.16
Courtney Love

inherent loathsomeness (1-10)7
misdeeds (1-10) Although she denies it, *Vanity Fair*

reported that she continued to use heroin after learning she was pregnant. * Made a tape recording for her husband's memorial vigil that said: "He always said he was going to outlive everybody and live to be 120...He's such an asshole. I want all of you to yell 'asshole' really loud." * Summed up her own popularity: "Just call me Yoko Love. They all hate me.

Everyone just fucking hates my guts." * Told an interviewer asking about her band, "Let's talk about Pearl Jam. I know we're better than Pearl Jam."8

mitigating factors (1-10) Better singer than Yoko Ono.7

cultural saturation (1-10)6

bonus points (1-10) Was sent to a juvenile-detention center when she was 12 for stealing a Kiss T-shirt from a Woolworth's in Oregon. * Tried to start a fight with tough-guy Axl Rose, who threatened Cobain, "You shut your bitch up or I'm taking you down to the pavement."7

56

total: 192.50
Starks' Masonry

inherent loathsomeness (1-10)7
misdeeds (1-10) In one of the most appalling stretches of any NBA Finals game, New York Knicks' John "Bricklayer" Starks kept firing shot after shot, and when he did not hit the rim he missed altogether, failing on 16 of 18 attempts. * In the final quarter alone Starks made seven 3-point attempts. He missed them all. * Starks set the Finals record for humiliating futility by launching (and missing) eleven 3-point shots in one game. * Starks later explained that his poor performance was on account of his being too mentally prepared: "I think over the course of those two days I had too much time to think about the game, and I was over-

prepared."7

mitigating factors (1-10) His performance in games 1-6.4


cultural saturation (1-10) World Cup Soccer tallies made Starks's two buckets look like a scoring bonanza.6

bonus points (1-10) Despite Starks's arctic touch, he retained an endorsement deal with the Hot Hand basketball glove, designed to improve shooting and ball-handling skills.7

57

total: 196.76
Staged Late Night Chaos

inherent loathsomeness (1-10)8
misdeeds (1-10) After being publicly denounced for saying "fuck" 13 times, smoking a cigar, and offering Letterman her panties to sniff on *The Late Show with David Letterman*, Madonna revealed to *Esquire* magazine that she had "told some of the writers I was going to swear, and they went, 'Oh great, do it. We'll bleep it, and it'll be hysterical.'" * Bobcat Goldthwait, on his *Tonight Show* sweeps-week-bonfire: "The only reason they had me on the show was because I had trashed the *Arsenio Hall* set the week before. Then the *Tonight Show* people tell me not to trash their set because the furniture was brand new. So I said I wouldn't; I'm going to burn it instead." Subsequently, Goldthwait was fined \$3,888 and ordered to tape public-service announcements to promote a Canoga Park burn center.10
mitigating factors (1-10) Letterman's still got her panties.3
cultural saturation (1-10)7
bonus points (1-10) Goldthwait told Leno that it was the first time the *Tonight Show* had been on fire since Carson left.5



total: 98.7
David Hasselhoff

inherent loathsomeness (1-10)6
misdeeds (1-10) Responsible for the spread of the *Baywatch* jigglenaut to a worldwide audience of 1 billion people in 140 countries. "And *Baywatch* will be *their* concept of what America is!" gloats Hasselhoff. * Earnestly believes that people tune in to see plot development. "I went in and said, 'If I see one more gratuitous shot of a woman's body, I'm quitting....I think the show should be emotional story lines, morals, real-life heroes. And that's what we're doing.'" * As a singer, he has five gold albums in Germany and Austria "Where's Austria?" he asked upon learning of his success there. * On his meteoric rise to global semi-stardom: "I didn't know I could top *Knight Rider*."7
mitigating factors (1-10) : Has steadfastly maintained the same hairstyle through two decades.5
cultural saturation (1-10) A spinoff show, entitled *Baywatch Nights*, is in the works.7
bonus points (1-10) Der Hasselhoff unwittingly longs to be the next Michael Landon: "We want to be *Hill Street Blues* meets [Rescue] 911 meets *Little House on the Prairie* meets *Highway to Heaven*."7

59

total: 152.00

Bogosian

inherent loathsomeness (1-10) . . . 6

misdeeds (1-10) Alternately "the

poor man's Oliver Stone," "the

spoken-word performance world's

answer to Oliver Stone," and

"Armenia's answer to Oliver Stone,"

Eric Bogosian is still a darling of the crit-

ics and the media—which can't seem to get

enough of his characters' resonant, pithy self-rev-

elations: "Check me out, man, I'm forty-five years

old. And you wanna know why I look so good?

Because I get fucked up every day, man. I'm free.

Live free or die." 7

mitigating factors (1-10) Has written several

scripts for Universal, though not one of them has

been produced. 4

cultural saturation (1-10) Profiled everywhere from

Harper's magazine to *Bikini*. 3

bonus points (1-10) Drives a Toyota. 7

60

total: 149.80

Kidder, Peabody

inherent loathsomeness 7

misdeeds (1-10) Allowed trader Joseph Jett to in-

flate the firm's pretax profits by \$350 million in

order to bloat his own performance-based

bonus/salary package to \$9 million. * Attempted

to cover their asses by using Gary Lynch, the

lawyer who is defending Kidder against the SEC,

the U.S. Attorney, the NYSE, and Joseph Jett

himself, to head the company's internal investi-

gation. * According to Kidder's new chairman,

Dennis Dammerman, "The Lynch report made it

clear that this scheme was the work of one em-

ployee acting alone." * Jett claims he is a scape-

goat and that his supervisors ordered him to

create the fictitious trades as part of a ploy to

make it appear that Kidder had enough capital to

meet regulatory guidelines. * Says one veteran

securities analyst, "There is no way you can pull

off a scam like this without having other people

in on it." 7

mitigating factors (1-10) Jack Welch, CEO of

General Electric, Kidder's parent company, fired

Melvin Mullen, the man who recommended that

Jett succeed him as head of Kidder's government-

bond trading desk. This followed the "resigna-

tions" of Kidder chairman and CEO Michael

Carpenter and Edward Cerullo, Jett's immediate

supervisor. GE then sold the beleaguered firm to

Paine Webber. 2

cultural saturation (1-10) 8

bonus points (1-10) When the trading scandal first

broke, a crowd of reporters flocked to Jett's apart-

ment building, waiting for him to leave. Jett,

who is black and whose picture had not yet been

released, was able to walk out his front door and

through the crowd unnoticed. 5



61

total: 141.33

L.A.

Tectonics

inherent loathsomeness (1-10) 6

misdeeds (1-10) If riots,

drought, fire, and mudslides

weren't enough, a 6.8 magnitude

earthquake struck the city, killing 60

and causing \$20 billion in damage. *

The quake and its ensuing 5,000 aftershocks

kicked up clouds of dust which carried an airborne

fungus called valley fever which struck 203 people,

killing 3. * There are at least 300 major faults in

Southern California, and at least 100 under L.A. it-

self. * Geologists estimate that there will either be

many more like the January 17 quake or one big

magnitude-8 in the not-too-distant future. * When

asked if he would visit the disaster area, a wary

President Clinton told reporters: "I think it's im-

portant that I not go out there and get in the way."

. 10

mitigating factors (1-10) The area's spate of cata-

strophes has sparked a trend of lower-priced menus

among L.A. restaurateurs who want to draw back

their besieged clients. 1

cultural saturation (1-10). 4

bonus points (1-10) Although the death toll for the

quake was 61, the state received 388 requests for

grants to pay for funeral expenses of quake victims,

as well as requests for money to bury pets. 6

62

total: 135.75

The Mortal Messiah

inherent loathsomeness (1-10) 7

misdeeds (1-10) Despite 92-year-old Rebbe

Menachem Schneerson's two strokes in the past two

years that left him mute and immobile, his

200,000 fanatically devoted followers in the

Lubavitcher sect believed that he would not only

recover his health, but proclaim himself the

Messiah and lead them to the Holy Land. * But

the childless, ever-unpredictable Schneerson died

without appointing a successor, leaving his follow-

ers reeling in disbelief thousands of miles away

from the Holy Land, in Crown Heights, Brooklyn.

* Said one devotee: "We're hoping that maybe it's

not true—maybe some doctor's going to come

along and say he's really alive." 8

mitigating factors (1-10) Compared to Arianna

Stassinopolous Huffington's cult, the Lubavitchers

are sane. 2

cultural saturation (1-10) 4

bonus points (1-10) Schneerson never actually

claimed to be the Messiah; what he said was that

this was a "messianic age." His followers took it

from there. 5

63

total: 132.11

In-line Skating

inherent loathsomeness (1-10) 7

misdeeds (1-10) Enables roving packs of youths

not yet old enough to cram themselves into

Buicks to zip precariously in and out of traffic. *

In 1994, 83,000 in-line skaters jumped, swerved,

and skidded their way into emergency rooms

across America. Henry Zuver, executive director

of the International In-Line Skating Association,

co-opted the N.R.A.'s guns-don't-kill-people de-

fense of firearms: "The skates aren't dangerous;

the lack of knowledge of the people putting them

on is dangerous." 4

mitigating factors (1-10) In a collision between a

car and a rollerblader, the car invariably wins. . 5

cultural saturation (1-10) There are an estimated

12.4 million in-line skaters in America. 8

bonus points (1-10) Adults should know better than

to undertake any sport that requires kneepads, el-

bowpads, wristguards, and a helmet. 5

64

total: 127.43

Technocrap

inherent loathsomeness (1-10). 6

misdeeds (1-10) The great promise of the global village/network/information highway has so far materialized in the form of a text-only party line for lonely technophiles. * Introduced much-needed phenomena such as electronic stalking and interactive pornography to our culture. * CD-ROM technology has allowed us to compress the data from an entire encyclopedia onto a compact disc, where it becomes outdated in a matter of months. 8

mitigating factors (1-10) Lexis/Nexis facilitates compilation of SPY lists. 2

cultural saturation (1-10) Computer network subscriber services are growing at 25percent annually, and the number of total subscribers in the U.S. is more than 5 million. 9

bonus points (1-10) MTV Online enables users to download color images of Daisy Fuentes. 5

65

total: 127.12

The Great Caruso

inherent loathsomeness (1-10) 6

misdeeds (1-10) After just one season at *NYPD Blue*, the pasty-skinned actor quit after the show's producers failed to more than double his per-episode salary. * After delivering his final lines of dialogue, Caruso "walked out of the door, off the set, and off the lot," says his ex-costar, Dennis Franz. "It made a lot of people feel foolish....But that's David." * Said one former associate of Caruso's salary demands, "Huge egotism such as his could be accepted only in the entertainment industry. If he had a real job, he'd have his ass kicked every five minutes." 9

mitigating factors (1-10) Other stars who left hit shows to make it big: Shelley Long, Harry Hamlin, McLean Stevenson, Daniel Travanti..... 5

cultural saturation (1-10) *NYPD Blue* received a record 26 Emmy nominations..... 4

bonus points (1-10) Caruso's manager on his client's public desire to become a movie star: "We want to carry \$60 million feature films. I see no reason why he can't be Dustin Hoffman." * Caruso's diverse screen resume includes *First Blood*, in which he played a cop; *King of New York*, in which he played a cop; and *Mad Dog and Glory*, in which he played a cop. 6

66

total: 126.26

Cuddling up to Terrorists

inherent loathsomeness (1-10) 6

misdeeds (1-10) President Clinton broke with a 25-year-old U.S. policy by granting a visa to IRA terrorist Gerry Adams, who was hailed by many upon his visit to the U.S. as an "Irish Nelson Mandela." Among his many noble deeds: commanded the IRA's second battalion for one year, during which time its members killed 3 policemen, 19 soldiers, and 27 civilians; boasted of planting 19 bombs in Belfast, killing 9 and wounding and maiming 130; personally responsible for the fire-bombing of the LaMon restaurant, in which 12 people were burned to death. According to Adams, he is ready to "go that extra mile for peace." 10

mitigating factors (1-10) While Adams's image is allowed to be broadcast in England, his voice isn't, so all of his TV appearances have to be dubbed. ... 2

cultural saturation (1-10) 7

bonus points (1-10) Adams's life was once saved by a Protestant doctor. 5

67

total: 124.52

Cuba

inherent loathsomeness (1-10) 6

misdeeds (1-10) Using his own people's misery as a diplomatic weapon, Fidel Castro allowed masses of



Cubans to flee their impoverished, chaotic country in makeshift rafts, in the hopes that the inconvenience to the U.S. would trigger talks with President Clinton regarding the 32-year embargo. * The country's new motto among the people is: "*Se acaba la ideologia, solo queda la policia*" ("The ideology is finished, only the police remain"). * When one journalist asked a young boy what he'd like to be when he grows up, the boy replied, "I want to be a foreigner." 7

mitigating factors (1-10) In a grand display of Orwellian hospitality, Janet Reno sidestepped a 28-year-old law granting permanent residency to Cubans reaching U.S. shores by mandating that all incoming rafts would be considered Haitian, and would therefore be routed to the American naval base in Guantanamo Bay, Cuba..... 5

cultural saturation (1-10) 5

bonus points (1-10) Castro stated that proper assessment of his achievements will take 1,000 years. ... 6

68

total: 124.41

103rd Congress

inherent loathsomeness (1-10) 7

misdeeds (1-10) Killed: A bill that would have prohibited lobbyists from providing gifts, meals, entertainment, and travel to members of Congress and their staffs. * An overhaul of the Superfund law that would have speeded cleanup of toxic-waste dumps. * Balanced budget amendment. * A bill that would have revised standards for the purity of drinking water. 8

mitigating factors (1-10) Passed: Bill that makes it a crime to interfere "by force, threat of force, or by physical obstruction" with passage to abortion clinics. * Assault-weapons ban. * California desert pro-



69

total: 122.76

Coffee Bars

inherent loathsomeness (1-10) 6

misdeeds (1-10) Trend originated in Portland and Seattle and spread east. * Howard Schultz, head of Starbucks, has stated that he wants to turn America into "Latteland." * In an effort to double current pretension levels, select coffee bars in New York and San Francisco have installed coin-operated computers with full-time Internet and SF NET links, so patrons can sip and chat with other latte-drinkers in what is seriously being billed as the "virtual cafe." 7

mitigating factors (1-10) Because they are so desperate for space, coffee shops typically pay 10 to 15 percent above market value for real estate in Manhattan. 3

cultural saturation (1-10) In 1989 there were 200 coffee bars in the U.S. In 1993, there were 5,000. By 1999 there are expected to be well over 10,000. * Inspired McDonalds to freshly grind and brew a "premium gourmet blend." 10

bonus points (1-10) Said one New York real estate broker on coffee shops: "I haven't seen anything like this since Benetton came into town in the late seventies." 5

tection * Reinstatement of the independent counsel law, which allows prosecutors from outside government to be appointed to investigate governmental corruption. 5

cultural saturation (1-10) 6

bonus points (1-10) Resulted in the 104th Congress, which will feature Newt Gingrich as Speaker of the House, Al D'Amato as chairman of the Senate Banking Committee, and Jesse Helms as chairman of the Senate Foreign Relations Committee. 4

70

total: 119.47

Kissing Up to the Dead

inherent loathsomeness (1-10) 7

misdeeds (1-10) Bill Clinton on shifty-eyed, red-baiting crook Richard Nixon: "May the day of judging President Nixon on anything less than his entire life and career come to a close." The *Chicago Tribune* on wordless professional wife Jackie O.: "The term 'queen' has been much bandied about in the flood of commentary that has followed her death Thursday night, but it's apt." * Dan Mathews, director of International Campaigns for PETA on heroin-cocaine-marijuana-and-Valium-laden River Phoenix: "River had a great will to live. The hardest drink I ever saw him drink was carrot juice." 10

mitigating factors (1-10) Mayor Rudy Giuliani on Richard Nixon: "Richard Nixon's life offers a remarkable example of how a person through his own failures, problems, and difficulties reached the lowest point a person could reach." * Historian William Manchester on Jackie O.: "I once asked Jack to describe his wife in a single word, and he did—fey. I thought it was perfect." * A film-industry source on Phoenix: "He may have been a vegetarian, but that doesn't mean he didn't use drugs. I saw him in May or June at the USA Film Festival in Dallas. You

couldn't even talk to him he was so stoned." 6
cultural saturation (1-10) 6
bonus points (1-10) As a fuck-you gesture to Washington, Nixon refused to let his body lie in state at the U.S. Capitol. 3

71

total: 116.13

TV Scheduling Wars

inherent loathsomeness (1-10) 4
misdeeds (1-10) NBC moved *Wings* and *Frasier* from Thursday night to Tuesday Night to take on *Roseanne*. * ABC then flip-flopped *Roseanne* and *Home Improvement*. * Fox moved *Melrose Place* to Monday night to combat NBC's *Fresh Prince of Bel-Air* and *Blossom*. * CBS then moved *The Nanny* to a new time slot on Monday. * Then ABC moved *Coach* from Tuesday to Monday, which it followed with a rerun of *Coach*. * When NBC canned *The Martin Short Show*, it filled the time slot with reruns of *Wings*, *Mad About You* and *Frasier*, which had all begun showing new episodes elsewhere on NBC, sparking a trend which spread to CBS and Fox. 4
mitigating factors (1-10) They didn't dare mess with *Wheel of Fortune*. 6
cultural saturation (1-10) 8
bonus points (1-10) John Daly, network supervisor for Chiat/Day, on NBC's decision to give the ill-fated *Madman of the People* the coveted post-*Seinfeld* time slot: "Dabney Coleman has gotten more great time periods for more shows doomed for failure than any one man deserves. What photos does that man have?!" 7

72

total: 110.9

Heroin

inherent loathsomeness (1-10) . . . 6
misdeeds (1-10) Now that high purity levels enable users to smoke and snort the drug rather than inject it, heroin—the leading cause of death for young men in New York during the sixties—has re-emerged as the romantic drug of choice for the terminally stupid. * Wrote the *New York Times*: "If cocaine, a stimulant whose effects are hyper-alertness and paranoia, was emblematic of the high-flying eighties, heroin, too, seems to have caught on in part because it speaks of the moment. It is a downer for the neo-beatnik esthetic prized by certain young people in the nineties, an anti-yuppie drug that produces feelings of satiation and lassitude." 8
mitigating factors (1-10) Doesn't rhyme with "wack." 3
cultural saturation (1-10) Hospital visits for overdoses rose by 44 percent from 1992 to 1993. * The elegant method of smoking heroin, called "chasing the dragon," has inspired lines of dragon-emblazoned clothing in Los Angeles. * Romanticized in *Pulp Fiction* and *Killing Zoe*. * Social critics with



total: 101.63

The Citadel

inherent loathsomeness (1-10) 4
misdeeds (1-10) 151-year-old all-male military college offered admission to Shannon Faulkner, not realizing that Shannon was a woman. When the error was uncovered they revoked her admission and ignited a media brouhaha. "Some people of both sexes perform better in the formative stages of their life in a single-gender environment," explained Citadel president Lt. Gen. Claudius E. "Bud" Watts III, implying that the college's all-male outdoor nude wrestling rituals would be more successful without female participation. * When Faulkner sued the college, her family's house was vandalized and she received death threats by mail. * A federal court moved to allow Shannon to attend day classes while her case is being tried. As she walked to class, students would fling open their dorm windows to yell obscenities at her. A popular Citadel T shirt proclaimed: "1,952 Bulldogs and One Bitch." 9
mitigating factors (1-10) Why would anyone want to attend an all-male college in South Carolina? . . . 2
cultural saturation (1-10) 6
bonus points (1-10) Forty-two women have applied to join the Citadel as fresh "men" in 1995. . . . 6

74

plentiful free time see undertones of heroin abuse in Kate Moss's despondent Calvin Klein ads. 6
bonus points (1-10) Taken by many cocaine addicts who find that it eases the frayed nerves and depression that follow a cocaine binge. 5

73

total: 104.00

Nation D' Islam

inherent loathsomeness (1-10) 6
misdeeds (1-10) Spokesmoron Khalid Abdul Muhammad delivered a speech to Kean College brimming with refreshingly insightful social commentary: "Jew York City," "The Jew-nited Nations," "Columbia Jew-niversity," "United Snakes of America," and best of all, "Spook Lee." * Bad violinist and Nation leader Louis Farrakhan told CNN that 75 percent of slaves in the South were owned by Jews—a misinterpretation of the Nation's own quasi-fictional treatise, *The Secret Relationship Between Blacks and Jews*, which claimed that 75 percent of urban Southern Jews owned slaves. * Betty Shabazz, Malcolm X's widow, has stated that she believes that Farrakhan himself played some part in her husband's murder. In response, the Nation of Islam issued a statement that accused Shabazz of being part of "a Jewish plan." 8
mitigating factors (1-10) They wear nice suits. . . 2
cultural saturation (1-10) 3

bonus points (1-10)
Newsday reporter Elaine Rivera, on the spectacle of Muhammad arriving at a speaking engagement in a Rolls Royce and decked out in a fur coat: "[It] just blew me

away. All these working men and women paying money to hear him speak about oppression, and he rolls up in a Rolls." 5

75

total: 100.36

The New SATs

inherent loathsomeness (1-10) 6
misdeeds (1-10) Caused a near-panic among parents of high-schoolers that drove business for SAT coaching companies such as Princeton Review up almost 50 percent. * Raised the average score—a verbal 730 is now a perfect 800—so that students who can only sign their names will feel better about themselves. * Allowed calculators into the test for the first time, proving conclusively that American students need a machine to perform even the most rudimentary calculations 8
mitigating factors (1-10) Michael Huffington scored over 700 (math) on the old, "harder" SAT. 5
cultural saturation (1-10) 4
bonus points (1-10) 5

76

total: 98.12

The Bell Curve

inherent loathsomeness (1-10) 6
misdeeds (1-10) Ultra-simplistic book written by Charles Murray and the late Richard Herrnstein maintains that IQ scores determine success and failure—including crime, poverty, out-of-wedlock births, improper child-rearing, and poor citizenship—in American society. Billed as science rather than racist demagoguery, the book maintains that blacks are genetically predisposed toward lower scores—as are people Murray describes as "white trash." * Advocates abandonment of remedial education for the poor, because "for many people there is nothing they can learn that will repay the cost of

teaching." 8
mitigating factors (1-10) They tried this shtick in Germany a while back and it didn't work. 2
cultural saturation (1-10) In the flop Joe Pesci vehicle *With Honors*, one character lugs around a copy of Murray's previous book, *Losing Ground*. 6
bonus points (1-10) When asked if he thought his children would register high IQ scores had they been raised in housing projects, Murray replied that they would have done worse in school and possibly become criminals or teenage parents but "they still would have tested pretty high on I.Q. tests." ... 4

77

total: 96.36
Lisa Loeb and Her One Song

inherent loathsomeness (1-10) 6
misdeeds (1-10) Became the darling of the music business without ever recording an album by cajoling neighbor Ethan Hawke into including her whiny GenX anthem "Stay (I Missed You)" on the *Reality Bites* soundtrack. * Named her band Nine Stories after a J.D. Salinger book. * Has turned her intellectual muse towards advertising jingles for Pepsi, Burger King, and Diet Coke. 5
mitigating factors (1-10) Closely resembles Nana Mouskouri. 2
cultural saturation (1-10) "Stay" reached #1 on the *Billboard* singles chart and sold more than 500,000 copies. * Hawke-directed video featuring Loeb wandering around an empty loft, biting her lip, flailing her arms, and looking like she was on the verge of a breakdown dominated MTV for months. 9
bonus points (1-10) Offered advice to other young hopefuls thinking about moving to the Big Apple: "It's very expensive and it's not the cleanest city in

the world. For an artistic person, it's better to live where there's fewer people doing what they're doing." (Unless, of course, they live next to Ethan Hawke.) 4

79

total: 83.41
Al D'Amato

inherent loathsomeness (1-10) 6
misdeeds (1-10) (see Whitewater) As chairman of the Senate Banking Committee, Senator Pothole will undoubtedly use his subpoena power to hold further Whitewater hearings, in which he—who has "contacts" with four of five New York organized crime families; who once lobbied then-U.S. Attorney General Rudolph Giuliani on behalf of Mario Gigante, a convicted mob extortionist and Paul Castellano, the Gambino boss until he was assassinated; and who was reportedly identified as a "hidden" business partner of mobster Philip Basile by "Little Al" D'Arco, former boss of the Luchese crime syndicate—continues to accuse the Clintons of ethical indiscretions. * Brought the tenor of political discourse to an all-time low during the crime bill debates in the Senate with his nasal rendition of "Old MacDonald." 8
mitigating factors (1-10) Will never, ever become President. 5
cultural saturation (1-10) 6
bonus points (1-10) At the beginning of 1994, Al suggested that Donald Trump run for governor. . . 3

80

total: 81.38
Mergermania

inherent loathsomeness (1-10) 5



misdeeds (1-10) Although the fallout of the eighties proved the folly of mergers, acquisitions, and hostile takeovers, by November there had been enough mergers, acquisitions, and hostile takeovers to make

1994 the third most prolific year in history, behind 1988 and 1989, respectively. * Cautions the *Economist*, "Potential difficulties [seem] trivial to managers caught up in the thrill of the chase, flush with cash, and eager to grow more powerful." * The Grumman/Northrop merger will result

in a loss of 9,000 jobs and the Paine Webber acquisition of Kidder, Peabody will result in a loss of 2,000 jobs. 6

mitigating factors (1-10) The proposed mother of all mergers, Bell Atlantic Corporation and Telecommunications Inc., collapsed in a mighty heap. 6

cultural saturation (1-10) 7

bonus points (1-10) Eighties icon Kohlberg, Kravis Roberts is back in the fray, buying Borden with stock it acquired when it bought RJR Nabisco, which has since been a disappointment. 5

81

total: 78.88
Roseanne x 21

inherent loathsomeness (1-10) 5
misdeeds (1-10) Claiming 21 different and identifiable personalities "diagnosed so far," led the charge for "recovered memories," recollections of childhood traumas that are drawn from the subconscious and often prove to be fictitious. * Claimed that she had been a prostitute, drug abuser, self-mutilator, bulimic, and victim of molestation as a child. * Released a book that used the technique of recovered memories to reveal family habits that may or may not have existed. * Roseanne staked a claim to MPD (multiple personalities disorder), OCD (obsessive-compulsive disorder), and agoraphobia. . . 6

mitigating factors (1-10) After their acrimonious divorce, Tom Arnold's movie career is taking off, while Roseanne's career is in a holding pattern. But some of her personalities might disagree. 2

cultural saturation (1-10) 9

bonus points (1-10) Called Denny Dillon, the woman who played her in the television special on her life "a little midget woman" and a "freaky little thing." 4

82

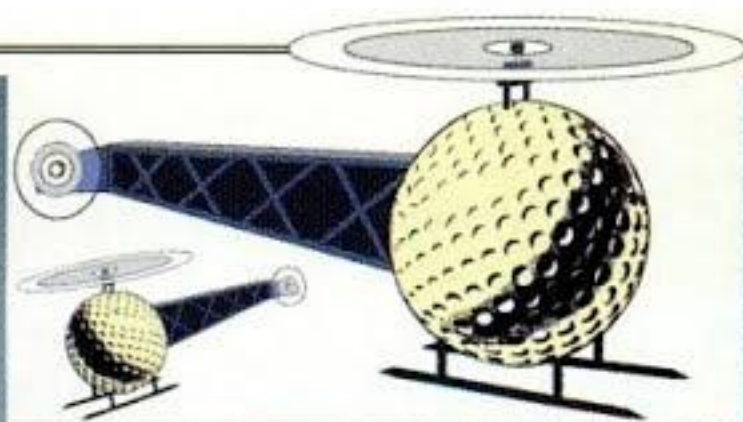
total: 77.26
The Fat Content of Everything

inherent loathsomeness (1-10) 5
misdeeds (1-10) In one year, the Center for Science in the Public Interest has declared that Mexican food, Chinese food, Italian food, and movie popcorn are dangerous to human health. * Responsible for the publicizing of alarming fat contents of all that is delicious, including fettuccine alfredo, 97 grams ("A heart attack on a plate," according to CSPI head Michael Jacobson). * Has taken the fun out of eat-

78

total: 87.00
Freshness Dating

inherent loathsomeness (1-10) 6
misdeeds (1-10) In an attempt to gauge the depths of stupidity of the American consumer, Diet Pepsi introduced freshness dates on the bottom of its cans with a \$25 million advertising blitz. In the first nine months of 1994, sales of Diet Pepsi grew more than twice as fast as sales of Diet Coke. *In one television ad, the Pepsi CEO plucks a can from a conveyor and announces that, thanks to freshness dating, we can "enjoy Diet Pepsi at its peak of freshness." *A Pepsi spokeswoman said, "About one consumer in twelve has had an experience with a soft drink that has lost some of its flavor. If that happens with a Pepsi drinker, that's once too often." *At a press conference in New York, Pepsi employees were forced to don white laboratory coats and offer samples of "out of date" and "fresh" soft drinks. 6
mitigating factors (1-10) Diet Pepsi really does "go bad" after three months in the can. 5
cultural saturation (1-10) 6
bonus points (1-10) The trend of freshness dating spread to other soft drinks, beers, and even automobile tires. "In a sense, freshness dating might play a role in tire replacement as important as tread wear," said Eric Brown of Goodyear. 4



total: 73.74

Helicopter Golf

- inherent loathsomeness (1-10)** 5
- misdeeds (1-10)** David Watkins, a second-tier White House official, used his position to finagle a Presidential helicopter to ferry himself and two buddies to Holly Hills Country Club's golf course, which was only an hour's trip away by car. * The White House reported that Watkins & Co. had not only been carrying out official business, but had to play the full 18 holes "in order to familiarize themselves with all aspects of the course." * Watkins, a millionaire, maintained that he had been scouting the course for the President and initially refused to reimburse taxpayers the \$13,129 air fare. 5
- mitigating factors (1-10)** Said Holly Hills' golf pro: "George Bush played golf here six times. Sometimes he came by helicopter, sometimes by car. In all that time, no one ever made a big deal out of it." 6
- cultural saturation (1-10)** 5
- bonus points (1-10)** According to the pro, the reconnaissance expedition accomplished its mission in fine form: "One guy was pretty good. Shot a 78. The rest were OK." 5

84

- ing out..... 8
- mitigating factors (1-10)** Resulted in Fat-free Strawberry Newtons. 3
- cultural saturation (1-10)** 7
- bonus points (1-10)** Says Jacobson: "I'm not saying everyone should eat what I eat, but right now people are going from one junk food to another, and I don't think they're getting that much pleasure from the junk foods they're eating." 4

83

The Huffingtons

- inherent loathsomeness (1-10)** 5
- misdeeds (1-10)** Michael kept a paper shredder next to his desk and once ordered a staffer to shred an office copy of the Congressional Record because he felt "it was nobody's business" how he voted. * Remarkd a former legislative aide, "You never had to prepare anything for him, because he wasn't going to do anything." * Once lent their home for a fund-raiser for the Partnership for the Children of Santa Barbara County and then sent the Partnership the valet-parking bill for \$400. * Michael's company, Huffco, has been fined \$250,000 for "repeated unlicensed shipments of shock batons, handcuffs, and billy clubs to Indonesia and Singapore—the governments of which boast numerous human-rights violations. 7
- mitigating factors (1-10)** They lost—barely... 5
- cultural saturation (1-10)** 3
- bonus points (1-10)** Arianna is an ordained Minister of Light for the Movement of Spiritual Inner Awareness. The Movement's founder, John-Roger, awoke from a kidney stone operation and announced that he had been imbued with a divine spirit—which he called the Mystical Traveler Consciousness—making him

- even more powerful than Jesus Christ. * Michael is an Episcopalian. 5

85

Gaza Nopeaceniks

- inherent loathsomeness (1-10)** 5
- misdeeds (1-10)** Following the signing of an historic accord between Israel and the PLO, maniacs on both sides stepped up their campaigns to derail the peace process: Baruch Goldstein, a physician from Brooklyn who followed the anti-Arab rantings of the thankfully late Rabbi Meir Kahane, opened fire on a crowded mosque in Hebron, killing more than 40 and wounding 150. * Perennial psychopaths Hamas set off a bomb on a crowded Tel Aviv bus, killing 23. * A group called The Islamic Holy War sent an explosive delivery boy on a bicycle pedaling into a joint Israeli/Palestinian checkpoint, killing 3 and wounding 12. * Experts fear that even if the Israelis withdraw completely from the occupied territory, there will be additional bloodshed between rival militant Islamic factions, including the "Fatah Hawks" and Hamas's "Qassim Brigades." 9
- mitigating factors (1-10)** Said Suha Tawil, wife of PLO Chairman Yasser Arafat, "Religious extremism... is an outgrowth of frustration. And if we can really make Gaza boom—when people see hotels on the



- beaches, and tourists coming in, then I'm convinced that fundamentalism will have far less appeal." 3
- cultural saturation (1-10)** 5
- bonus points (1-10)** When Yasser Arafat attended a funeral for an Islamic militant killed by a car bomb, the crowd attacked him, tearing off his trademark checkered *keffiyeh* and throwing him out the back door of the mosque to taunts of "collaborator!" .. 4

86

TV to Movie to Video

- inherent loathsomeness (1-10)** 5
- misdeeds (1-10)** In one year, *Maverick*, *Wyatt Earp*, *The Little Rascals* and *The Flintstones* have already made it to the big screen. And if Hollywood's thorough lack of imagination were still in doubt, movie versions of *Gilligan's Island*, *The Brady Bunch*, *Father Knows Best*, *Flipper*, *Fat Albert and the Cosby Kids*, *Mission: Impossible* and *The Phil Silvers Show* are currently being slapped together. 6
- mitigating factors (1-10)** As of yet, there are no plans to remake *Laugh-In*. 3
- cultural saturation (1-10)** *Maverick* and *The Flintstones* both hit #1. 7
- bonus points (1-10)** 4

87

Mayor Barry. Again.

- inherent loathsomeness (1-10)** 5
- misdeeds (1-10)** Went on Sally Jesse Raphael to discuss his sex "addiction." * Said his second wife, "I'm just going to blow his dick off. It will save us all a lot of trouble." * Violated prison visitation rules by having a female companion perform fellatio on him, in a room full of other inmates and their visitors. * Barry's campaign loudspeaker truck blared the message: "Marion S. Barry! Raised by God to be the mayor of our nation's capital." 5
- mitigating factors (1-10)** The District of Columbia has the highest rate of criminal incarceration on earth. Said Jamin Raskin, a local law professor, "The fact that Marion Barry has been in jail is not necessarily disqualifying for this community. Many people have had relatives or friends in jail." 6
- cultural saturation (1-10)** 3
- bonus points (1-10)** Barry on why he enjoys being mayor of Washington: "I love serving people." * Barry on working in his prison's kitchen: "It's actually the best job. It's serving other people." 5

88

The Royal Family

- inherent loathsomeness (1-10)** 5
- misdeeds (1-10)** Charles and Diana had shocking nude photographs distributed by the press: Di lounging

bare-breasted on the Costa del Sol and Charles hanging hog in the South of France. * Both had high-profile affairs revealed: Charles snuck off with his mistress the night before the royal wedding; and Di had sexual adventures with a cavalry officer when Charles was traveling. * Charles wrote in his diary that he felt "...so unsuited to the ghastly business of human intrigue and general nastiness," and then helped publish his official biography, *The Prince of Wales*, in which he portrays Di as a suicidal bulimic, and portrays himself as a caring father who was forced by his cruel father, Prince Philip, to marry a woman he never loved. * Di claims she is "the biggest prostitute in the world," because of the way she has been used for public and charity duties... 6

mitigating factors (1-10) Polls show that Britons' support for continuation of the monarchy is down 10 percent in the last decade... 2

cultural saturation (1-10) ... 6

bonus points (1-10) At a party hosted by *New Yorker* editor Tina Brown, Charles met Oliver Stone, who later effused to the press, "The prince is cool!" ... 4

89

total: 64.80 Shticks in Print

inherent loathsomeness (1-10) ... 4

misdeeds (1-10) Hot on the trail of *SeinLanguage*, Paul Reiser, Tim Allen, Dennis Miller, Garry Shandling, and Ellen DeGeneres are putting the same scintillating banter—the exact same scintillating banter—that we got tired of during their stage acts into books. * Reiser's hilarious take on the nature of relationships: "You become a little team....Your partner becomes the one person in the world you can go over to and say, 'Do I have

anything in my nose?' ... 7

mitigating factors (1-10) Tim Allen's book recounts his time in jail for drug dealing... 2

cultural saturation (1-10) Allen's book hit #1 on the bestseller list. Reiser's tome spent over eight weeks in the Top Ten. ... 8

bonus points (1-10) As an added insult to his readers' literacy, Reiser starts his book on page 145: "This way, you can read the book for two minutes, and if anybody asks you how far along you are, you can say, 'I'm on 151—and it's really flying.'" ... 4

91

total: 61.72 William H. Gates III

inherent loathsomeness (1-10) ... 5

misdeeds (1-10) "If Gates's plan succeeds, you won't be able to escape Microsoft's software. It will accompany you on vacation, sitting in a pocket device that pays your bar tab. It will ride in your car, mapping out the best route to your destination. It will control your appliances and feed programs and information to an entire city's television sets. It will let you browse through a world of merchandise and services from your home and business, with a royalty going to Microsoft each time you do so."—*Business Week*. ... 8

mitigating factors (1-10) A proposed joint venture among Microsoft, TCI, and Time Warner collapsed because of Gates's many demands. One analyst said that the consensus among many companies is "when you do business with Microsoft, you want to keep your hand on your



wallet." ... 5

cultural saturation (1-10) Has a fan club on the Internet. * 55 million Windows users. * Microsoft is the world's largest supplier of personal computer operating systems and applications software. 8

bonus points (1-10) Bill Gates, Dancin' Fool: Said one witness from a number of his parties: "When he's on the floor, he's in his own world." ... 1

92

total: 58.67 Cindy Crawford, Inc.

inherent loathsomeness (1-10) ... 4

misdeeds (1-10) Cindy—one of the best-looking, wealthiest, rumored-to-be-gay women in the world—and her "actor" husband, Richard Gere—one of the best-looking, wealthiest, rumored-to-be-gay men in the world—assumed we cared enough about their personal lives to take out a \$30,000 full-page ad in the *London Times* declaring themselves heterosexual and "happily married." * Cindy on what the public wants: "They want what Cindy Crawford is...Everyone knows what that is: big hair, a little bit of cleavage, not too tacky." * Cindy on her self-image: "I don't see myself as an artist. Commercial is not a bad word to me." ... 5

mitigating factors (1-10) When she went on the *Melrose Place* set to interview cast members for MTV, rival goddess Heather Locklear made her wait for hours. * By the time you read this, the "happy" couple could be divorced. ... 1

cultural saturation (1-10) Has been on the cover of more than 300 magazines. ... 8

bonus points (1-10) Cindy travels, à la Linus Van Pelt, with her own blanket. ... 4

93

total: 55.72 USAirsickness

inherent loathsomeness (1-10) ... 4

misdeeds (1-10) Has the worst safety record of any U.S. airline, with five fatal disasters in five years, the most recent being the September 8, crash which killed 132. * Put a DC-9 into the air without refueling, because the flight was behind schedule, forcing an emergency landing. * FAA inspectors found more than 40 deficiencies in USAir's flight operations and training programs for its pilots, including falsely certifying that a captain had completed wind shear training. * Allowed a plane to fly for 13 days with a dented and cracked wing flap. ... 9

mitigating factors (1-10) Tickets are cheap! ... 2

cultural saturation (1-10) ... 4

bonus points (1-10) When the FAA questioned Everett B. Tate, the USAir maintenance supervisor, about whether or not "the financial condition of the airline had any bearing" on why he



90

total: 61.74

Ticketmaster

inherent loathsomeness (1-10) ... 4

misdeeds (1-10) Ticket sales monopoly enjoys exclusive rights to be the outside sales agent for nearly two-thirds of the nation's 10 million seats at major halls and adds almost 30 percent to the face value of an average ticket. * Wouldn't allow Pearl Jam to price its tickets at or below \$20, leading to Congressional Hearings and an antitrust inquiry by the Justice Department. * Drove ticket prices through the roof, charging record high \$75 for Pink Floyd tickets and \$100 for Eagles tickets. * President and CEO Frederic D. Rosen gleefully celebrated his company's monopoly: "If we do have a lot of market share, guess what? We earned it! And if we earned it, it's something to be proud of! Proud of!" * At the United States Holocaust Memorial Museum in Washington, a Ticketmaster licensee charges \$3 for an advance ticket, otherwise free. "It's a good cause, but I can't get my phones or computers for free," said the president of Ticketmaster in Landover, MD. ... 9

mitigating factors (1-10) Made Barbraholic pay \$350 for two-hour show. ... 5

cultural saturation (1-10) ... 7

bonus points (1-10) The Justice Department has also contacted representatives for Meat Loaf. ... 4

had let a plane fly with an inoperative stall-warning system, Tate responded, "Yes, sir. I would say it did." 4

total: 53.53 **94**
The Mexican Democratic Process
inherent loathsomeness (1-10) 4
misdeeds (1-10) In March, President Carlos Salinas's chosen successor, Luis Donaldo Colosio, who had pledged to work for greater social justice and political reform, was assassinated in Tijuana. * In September, when Jose Francisco Ruiz Massieu—the reform-pushing #2 leader of PRI, the party that has ruled Mexico for the past 65 years—was shot to death, a plot was exposed: The killer confessed that the hit was ordered by Federal congressman Manuel Munoz Rocha; at least 14 others were implicated in the cocaine-cartel-backed assassination, which was intended to prevent political reform within PRI. 10
mitigating factors (1-10) Hey, NAFTA's still on—right, amigos? 7
cultural saturation (1-10) 3
bonus points (1-10) 4

total: 51.29 **95**
T-t-talking Bout That Generation
inherent loathsomeness (1-10) 4
misdeeds (1-10) Clumsy attempts by fortysomething and thirtysomething marketers to define the 38 million plus Americans in their twenties. Says Douglas Rushkoff, 32-year-old editor of the *GenX Reader*, "These kids were born into what Chomsky would call the 'spectator democracy,' the fully evolved public relations media world." (Extra points for evoking Noam Chomsky without explaining who he is.) * Clumsy attempts by twentysomething pundettes to define their own age bracket: Xers "are waiting for the economy to give us a chance to become the adults we once hoped we could be," say fad-surfing authors Alex Abrams and David Lipsky. 4
mitigating factors (1-10) twentysomethings confounded thirtysomethings and fortysomethings by embracing fiftysomething and sixtysomething cultural icon, Tony Bennett. 3
cultural saturation (1-10) 9
bonus points (1-10) The Do Something Foundation, cocreated by Melrose Place star Andrew Shue, which disburses \$500 grants to people under 30 with "specific ideas about improving their communities," actually exists. 4

total: 50.75 **96**
Mike Keenan
inherent loathsomeness (1-10) 4
misdeeds (1-10) The day before game 7 of the Stanley Cup Finals, Rangers coach vigorously denied rumors that he was planning on leaving the team to coach in Detroit: "I am not going to Detroit. I signed a five-

year contract when I came here." Less than one month later, Keenan left to pursue other jobs. * Reason for breaking contract was that a \$608,000 bonus arrived one day late. * Compared to Benedict Arnold in the New York press, Keenan, a former school teacher, said he had never heard of Arnold. 8
mitigating factors (1-10) Fined \$500,000 and suspended for 60 days for breaking contract. * Rangers are holding out on \$208,000 that they owe him. . . 2
cultural saturation (1-10) 4
bonus points (1-10) Bob Gutkowski, who acted as a buffer between Keenan and Ranger management, concluded Keenan was looking for an out because Keenan's agent, Rob Campbell, hadn't contacted him: "Mr. Campbell never had a problem calling me when he wanted Barbra Streisand tickets. But for some reason, they never picked up the phone this time." . . . 4

total: 49.44 **97**
Rosa Parks Attacked
inherent loathsomeness (1-10) 4
misdeeds (1-10) 81-year-old mother of the civil rights movement was beat up in her house by a young black man looking for spare cash. * He broke her door down while she was sleeping, and when she offered him \$3 he beat her until she produced \$50 more. * The 28-year-old assailant lived in the neighborhood but did not know who she was or her role in history. * In a letter to the *Houston Post*, a black woman noted, "They had nothing to say in the Rosa Parks beating because it was a black man who did it. They should have had plenty to say about it and why her assailant should be used as an example. If it had been a white man, they would have raised all hell about what the punishment should be." 9
mitigating factors (1-10) The man was caught. Rosa, still one tough lady, recovered. 7
cultural saturation (1-10) 1
bonus points (1-10) 4

total: 98.7 **98**
InStyle Magazine
inherent loathsomeness (1-10) 4
misdeeds (1-10) For those who couldn't stomach *People's* gutsy, hard journalism, Time Inc. spun off the most ambitious puff magazine in recent history. * Gushed *People* President Ann Moore: "Introductions are easy when the one being introduced is so smart, so charming, so, well, stylish. And if the object of the new acquaintance is a relative, then you can even bask in a little reflected glory." 8
mitigating factors (1-10) Great for wrapping fish. 3
cultural saturation (1-10) 4
bonus points (1-10) *InStyle's* inaugural issue featured country gal Barbra Streisand on the cover. *

total: 47.01 **99**
Judith Regan
inherent loathsomeness (1-10) 4
misdeeds (1-10) Most powerful book editor in New

York, single-handedly responsible for turning Kathie Lee Gifford, Rush Limbaugh, Beavis and Butt-head and Howard Stern into best-selling authors. * Once worked as a writer for the *National Enquirer* and as a producer for *Geraldo*. * Publicly refers to the father of her son, whom she never married, as "the sperm donor." 4
mitigating factors (1-10) Stern has since turned on Regan, referring to her as "Judas Limbaugh," for promoting his portly multimedia counterpart. . . 3
cultural saturation (1-10) 7
bonus points (1-10) 4

total: 46.05 **100**
Jimmy Carter
inherent loathsomeness (1-10) 2
misdeeds (1-10) Began unofficial "second term" as the Mother Theresa of Global Politics. * Nominated himself to play hardball with North Korean bad boy Kim Il Sung. Carter eagerly handed out generous concessions from the United States and got no new promises from Kim to roll back North Korea's blossoming nuclear program. Mission accomplished! * Three days after President Clinton went on television to tell America that General Cédras of Haiti must be held accountable for "terrible human tragedy," rape, murder, mutilation and "mothers' faces slashed with machetes," Carter flew down to Haiti and lounged in Cédras's living room with the General's 10-year-old son on his knee, eating cookies and "negotiating." Carter told the Haitian dictator that he "was ashamed of his country's policy," and later spoke glowingly of Cédras. * General Norman Schwarzkopf identified what he called "the Carter factor" when Saddam Hussein sent troops back to the border of Kuwait in October. "The most plausible reason, however, is the Jimmy Carter factor. Probably Saddam Hussein has seen compromises being made in North Korea and in Haiti. To him, if you compromise with him, you lose. So he sends his troops down, then pulls them back and says, 'Look how nice I've been. Now send Jimmy Carter to fix it.'" 8
mitigating factors (1-10) Jimmy still feels that he could have negotiated with Saddam and helped prevent the Gulf War, to which Bush aide Marlin Fitzwater said, "Too bad Jimmy Carter wasn't around for World War II." 9
cultural saturation (1-10) 4
bonus points (1-10) A recurring feature of Carter's international peacemaking is his sex appeal rating of dictator's wives. Jimmy told the press that when visiting Ethiopian leader Mengistu Haile Mariam, whom he called "a terrible dictator who killed people," he found the dictator's wife to be "one of the most beautiful women I've ever seen in the world, she was like King Solomon's daughter, and eloquent and personable." Jimmy also heartily approved of General Cédras's wife, Yannick, who was "impressive, powerful and forceful. And attractive. She was slim and very attractive." 5

CREW



Spring 1995

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DIRECTORY

G - B o y z ' s
 Flak Jacket 3
 The Felony Tee 5
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 'Dannas N' Beads ... 9
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Uzi pendant
 14K electroplate,
 47983N \$28

the Crew Flak Jacket. Pract



Felony tee p.5 Belt p.18

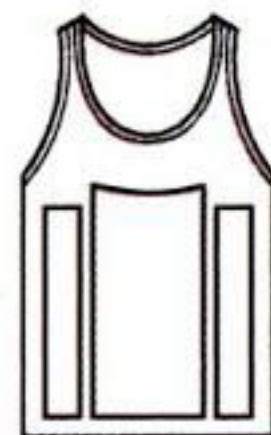
Three-in-one flak jacket

Pigment-dyed gang color outer shell, Kevlar armored lining, detachable sleeves, plentiful clip pockets. Dry clean only. Imported. Colors: Bloods red, Crips blue, neutral. XL. 56783N \$628



al? Oh, yes. It can fend off winter winds or hot 9mm slugs.

For casual drive-bys. Nights on the town. Zip out the bulletproof liner for a lightweight getaway. Zip it in for a serious shoot-out. Kevlar sleeves clip on for added protection, leaving one cozy and rumble-ready.



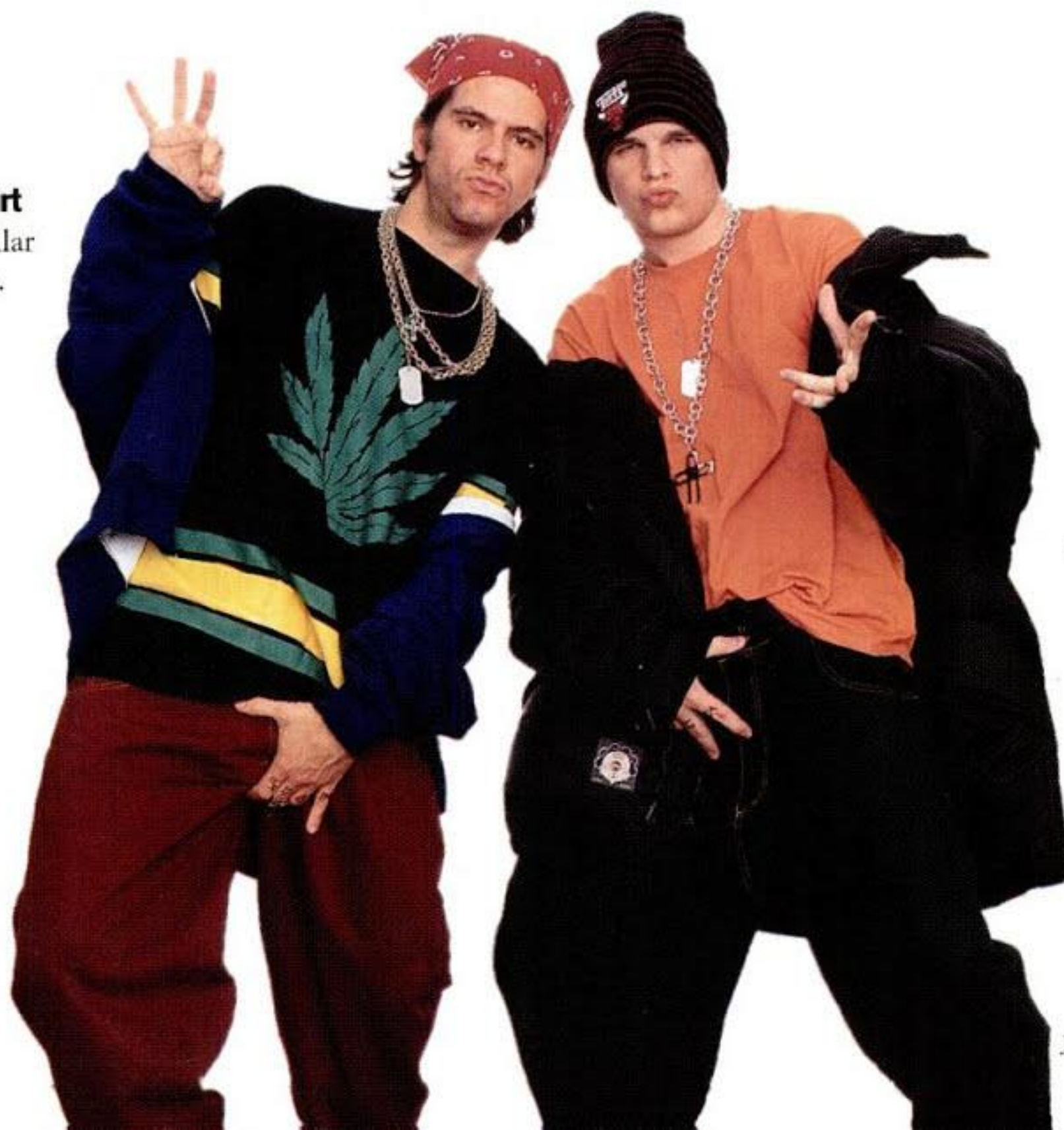
Classic marijuana shirt

"Blunt" pattern, rib collar

Colors: black, brown.

Large only.

46683N \$35



Hood hat

100% boiled wool knit.
Team logos: Raiders, Bulls,
Falcons, Sharks. One size.

35433N \$12

Summer parka p. 11

Felony tee

Looks hard. Feels soft. Penitentiary stripe pattern. Colors: white/Crips, mocha/pink. Imported. 45689N \$24

the Felony Tee. It's phat. It's stoo



Gangsta. Nothing quite says it like a bold horizontal stripe. Our cheerfully insouciant Felony Tee seems to just shout, "Yo, yo, yo!" Dress it up with wristwear for a classic urban ensemble. Word.



Wrought steel bracelets

Elegant yet restrained. Rugged yet refined. Chrome. USA.

47783N \$88

Bad-boy crewneck

Bulldog pattern.

Prewashed.

Presweated.

An instant classic.

XL, XXL

47184N \$24

Bloods

Asphalt

Crack

Dorito

Plum

ed. It's whatever you want it to be, G.

Our Phat Trouser pockets can hold a

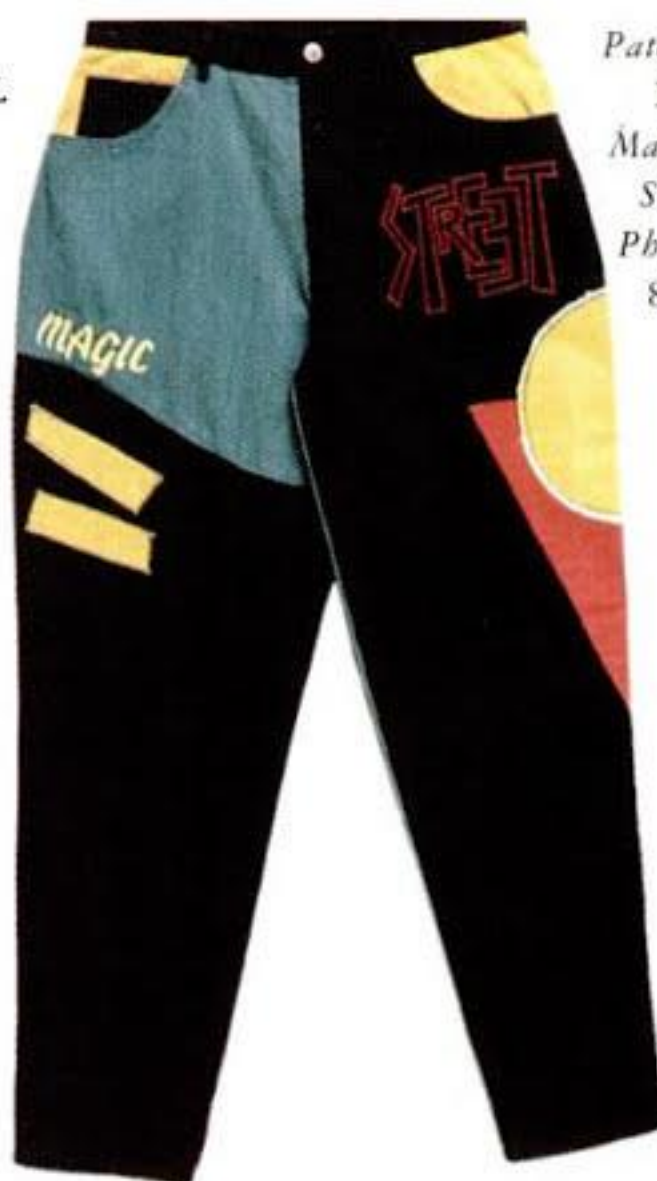


Hood hat p. 3
Gangsta flannel
button-down p. 15
Zippered sweatshirt p. 15

40-ounce and still have room for a .44.



Phat trousers
XL, XXL, XXXL
XXXXL,
XXXXXL,
XXXXXXL
87443N \$54



Patchwork trousers
XXXXXL,
Mad-Phat-Large,
Stoopid-Mad-
Phat-Fly-Large.
87447N \$64



the Crew Holster is in the house. Its supple broken-in leather makes you look like you've been packin' for years. You prefer it in black? We're down with that.

Bloods ribbed do-rag p. 31. Bloods knit peaked cone cap p.31



Cop-killer holster
Goatskin, with a soft, textured grain. Made in Italy 46878N
\$228

Broken-in holster
Hand-tooled calf-skin with silver-toned buckle. USA 44657N \$168





Where the French Re



Q: What do you get when you cross the hemisphere's poorest and most illiterate country with MPs, AP, ABC, NBC, CBS, CNN, the UN, and the CIA?

A: Party Time In —

Haiti

Evolution Meets the Satellite News Age!

BY VERNON SILVER

Never mind the coronation. That was just one steamy Saturday afternoon in occupied Haiti, an almost anticlimactic occurrence during which the rich continued to complain of a lox shortage while the poor danced in the streets singing scatological songs of freedom. The larger event—the one that would have more of an effect on this tiny country than the landing of the Marines—was the invasion of the media. Aside from a return to democracy, Haiti and its populace seemed ill-prepared for all the nutty fun that comes when you mingle newfound freedom from dictatorship with Americans poised to shoot not only bullets, but video and Kodachrome.

From the very first, the signs were clear.

Out of the Haitian hills it came, a green Blackhawk helicopter cutting the air with a racket matched only by the mob who had gathered outside the palace gates. As the forces of democracy descended, the people of Port-au-Prince roared with pent-up emotion resulting from long months and years spent under several brutal dictatorships. Three years of diplomacy, a visit from Jimmy Carter, and 20,000 American troops had made this culminating moment possible; had made Haiti safe for that chopper to land and for its doors to open, greeting Haiti with a glimpse of its happy future.

Only it wasn't Father Jean-Bertrand Aristide who stepped off and greeted this grateful, anxious nation. It was CNN's Ralph Begleiter.

Of course, two helicopters later, Aristide, Haiti's first democratically elected president, also arrived and promptly reclaimed the position from which he had been toppled in a bloody coup three years before. And, of course, the crowd cheered enthusiastically; Aristide made a speech that begged peace and reconciliation; and everything came off without a hitch for the TV crews and other media representatives who were also present and ready to record the event for home viewing.

Except that the palace sound system was so weak that most of the Haitians themselves—those for whom the message held its greatest impact—couldn't hear it.

No matter, the native crowd wasn't even as big as many had pre-

dicted. It turned out that a good majority of Haitians were at home recovering—having outdone themselves at one of the many raucous parties of the night before.

Rock Around the Caca

In anticipation of Aristide's arrival, the celebrations often began with a *déchouké*, or ransacking, of government buildings, like an out-of-control frat party. The night before Aristide's return, about a hundred people ripped the shit out of a police station, tearing the wood from door frames, smashing all the windows, stripping all the wiring—and all the while singing and dancing and slamming the metal doors of the jail cells over and over, so loud that from the outside it sounded like gunshots.

The incessant singing, oddly, is an essential ingredient of every *déchouké* of police stations, military outposts, and any other symbol of a regime that in three years managed to kill more than 3,000 people. Everyone, from toddlers to hunched old ladies, sings the obscene protest anthems with lyrics about departing dictator Lieutenant General Raoul Cédras, songs that *New York Times* Caribbean bureau chief Larry Rohter de-

scribed as "casting aspersions on his ancestry, hygiene, and sexual habits."

The most popular tune goes something like:

"Oh Cédras, oh Cédras, oh Cédras: Manjé caca."

The song, of course, implores the lieutenant general to eat shit. Number two on the pillage and plunder hit parade is a ditty that suggests Cédras has sex with his mother. The others are downhill from there.

In an odd display of humor, Haitians have created a kind of street theater that occurs during these riots—something that looks and sounds like a scene from *Dr. Strangelove* or *Apocalypse Now*. A recurring theme of this silliness is the "fake telephone" routine—an improvisation that usually involves a boy with a telephone (hooked up to nothing) who speaks incessantly (to nobody) in the serious manner of a network correspondent or military commander. (Here, the obvious reference to American intervention, both military and media, does not go unnoticed.)

About a week before Aristide's triumphant return, American troops had raided the headquarters of FRAPH, a feared political party whose acronymic name is the French word for "hit." After the troops had made their arrests, neighborhood locals

The return of
Aristide was
almost anti-
climactic: While
the rich continued
to complain about
a shortage of lox,
the poor danced in
the streets, singing
scatological songs
of freedom that
implored Cédras
to "Manjé caca."

SKIP

the commitments

GET

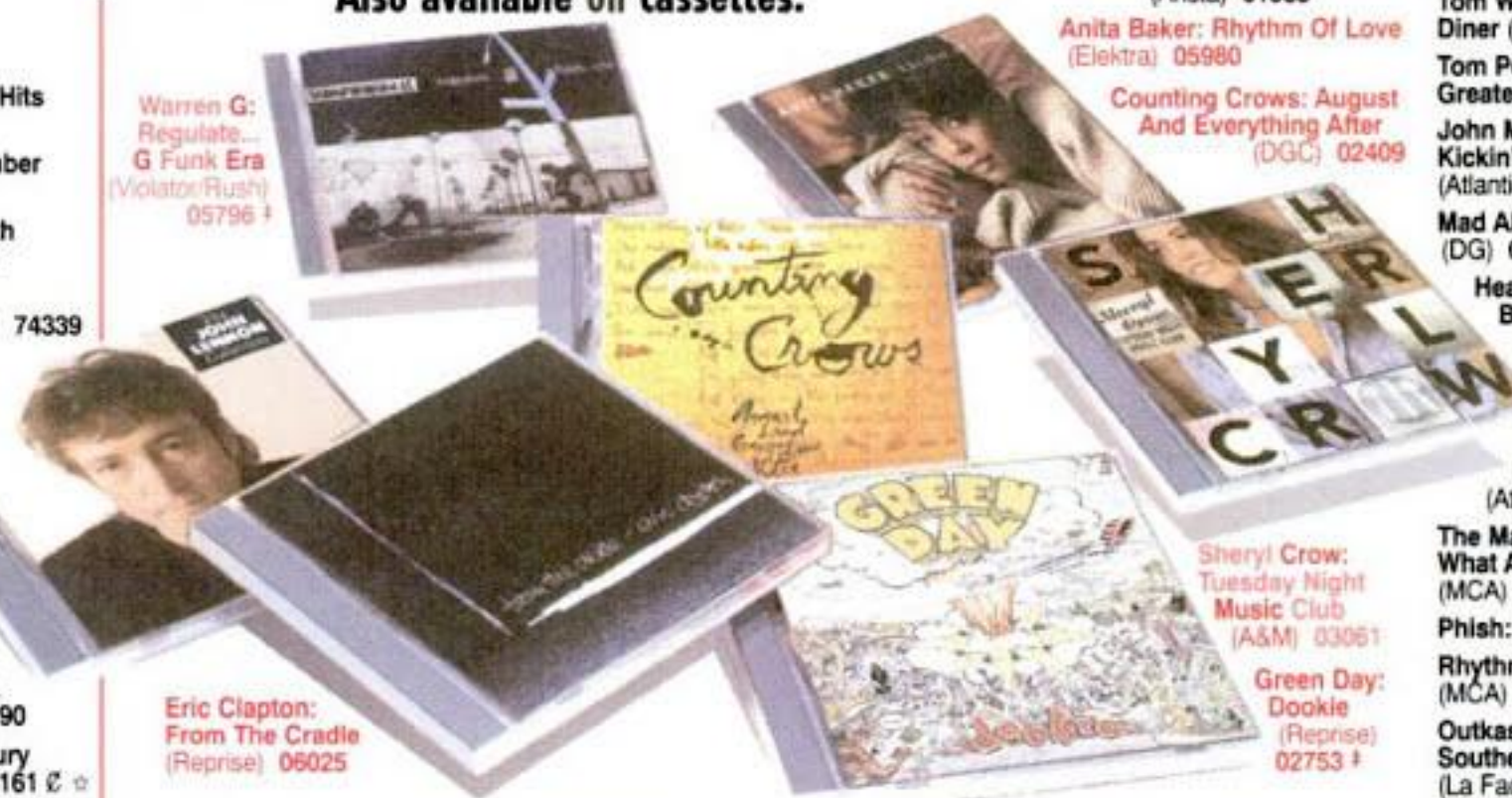
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finished off the place with a hearty *déchaouké*. In the middle of the chaos and destruction, a boy picked up the inoperable phone and spoofed the idea of officialdom.

"Hello, FRAPH headquarters," he said with mock gravity amid the flying debris. "No. No problem here. Everything's quiet."

Killer Coverage

For the press covering Haiti in recent months, the routine has resembled a kind of macabre capitalism in which foreign journalists would rely on barefoot, half-dressed kids, who would often call them by name and point them in the direction of the corpses. It's all part of an informal yet symbiotic system under which the newspeople get their news and the kids become body hunters—motivated by the knowledge that every so often a few dollars will be slipped in their hands by a grateful foreign correspondent.

A morning drive through Cité Soleil had become a custom among the foreign press corps in Haiti, who never failed to arrive while the light was good for taking photographs and the bodies were still fresh from slaughters of the

night before. In the darkness, henchmen of the dictatorship would come to this Aristide stronghold to exact revenge and maintain fear. In the old days of Papa Doc and Baby Doc Duvalier, the killers were known as the *Tontons Macoute*. Under Cédras they were reincarnated as *attachés*—paramilitary thugs often associated with FRAPH.

Although the killing had slowed down now that the Yanks had come, the journalistic routine remained: Rented cars and four-wheel-drive vehicles pull into the entrance of the slums and slowly take the rough, potholed roads into the fetid mess. Next stop is Kuwait City, a strip of congested boulevard near the port that got its nickname from foreign journalists because it is the center for black-market gasoline, where murky fuel of questionable origin is sold from plastic jugs.

When a United Nations supply truck, stacked high with sacks of rice, tries to make it through the crowd, Haiti's chaos kicks in. With no GIs in sight, men scamper up the sides of the truck and start pulling down rice as guys riding shotgun try to kick the looters off. With bodies flying, the truck speeds away.

Although the killing slowed down once the Marines had landed, the journalistic routine remained, intensified by the need to record each moment for the viewing public back home. Here, a photographer takes a light-meter reading of an alarmingly relaxed GI.

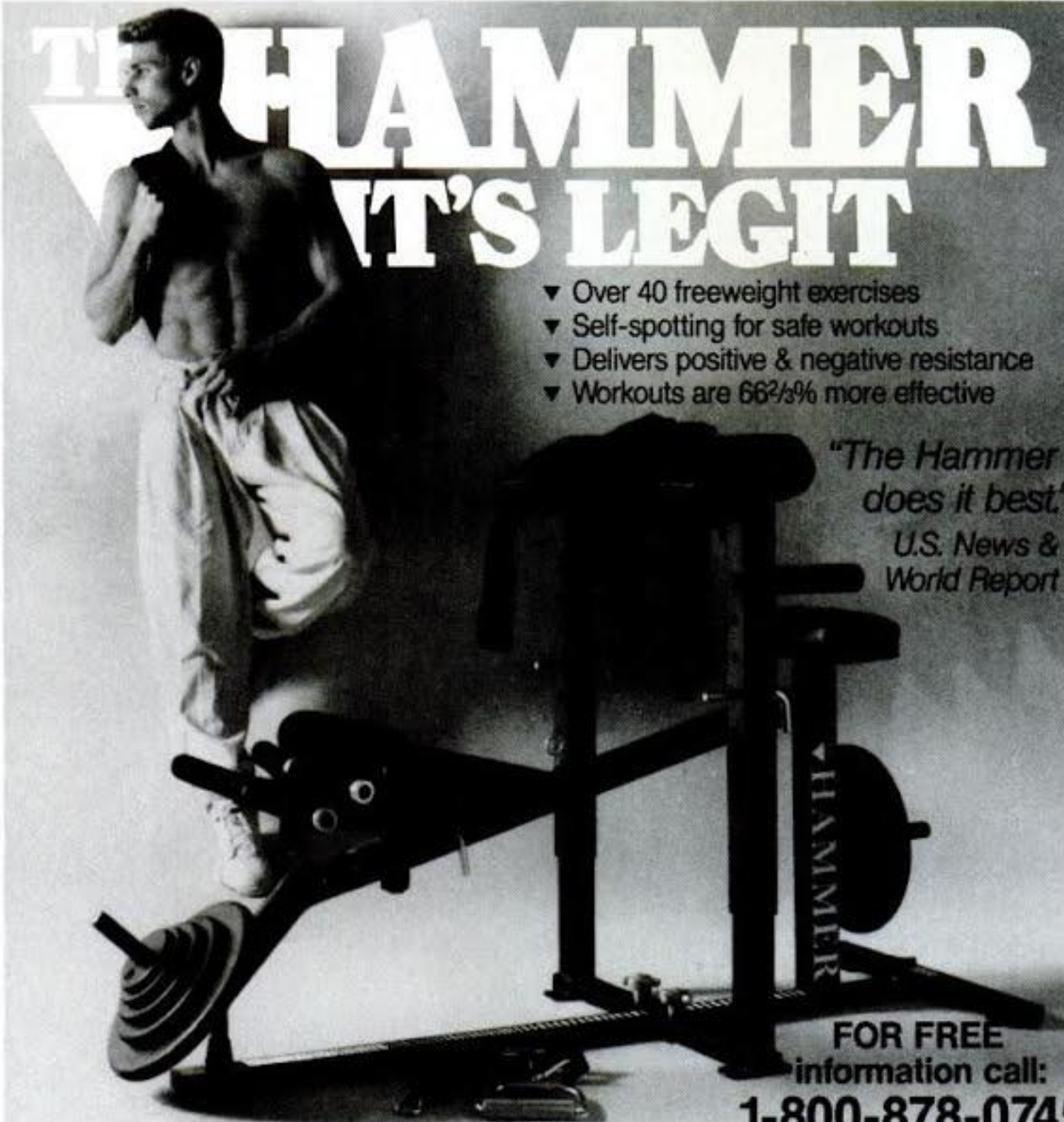
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Sergo, a Haitian driver and guide, loads a sack of purloined rice into the back of his Pathfinder while negotiating a price for this stolen relief aid with three black-marketeers. When one of the men refuses to give the other two their share, an argument starts.

No sooner do the bickering three-some drift into the crowd than the angrier two come back, brandishing shiny knives and presumably more than their share of the rice profits. In all, the looting, sale, and mugging take no more than five minutes. To cap off this madness, a man who was kicked off the side of the rice truck is run over, and passing journalists rush him to the hospital.

When night falls, the slums are forgotten, the daily stories are filed, and the usual routine begins for the multitudes covering the return of Aristide: mango daiquiris at the elegant bar of the Hotel Montana (a.k.a. network news headquarters), lobster thermidore at the French restaurants of Petion-Ville, and maybe even some blackjack and roulette at a casino overlooking the city.

In a country where the threat of violence is as real as the bullets that sometimes fly by journalists' heads, *Time* photographer Christopher Morris came away with one of the most treasured war wounds. Morris was "scalped" by a *New York Post* photographer.

The incident began when a group of shooters gathered at the presidential palace to photograph preparations for the return of Aristide. By most accounts, what happened is that a Reuters photographer stepped on the *Post*'s Wilbur Funches in the crush to get a picture. Funches, in turn, got upset, and Morris, trying to break up the scuffle, got caught in the middle, thrown to the ground, and lost a significant tuft of hair in Funches's fist. Later, Morris proudly displayed his bald spot.

The Big Comeback

With Aristide returning, the nights quickly turn into New Year's Eve-level celebrations in Port-au-Prince. For the first time in recent

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memory, people are out in the streets after dark. Downtown, just two blocks from the palace, the party is in full swing, as thousands of dancing, sweating, rum-sipping Haitians swirl in a tropical mosh pit, creating a controlled riot in a park where a voodoo rock band called Ram is playing. The band's leader is Richard Morse, a half-Haitian Princeton grad who makes his living running the town's hippest hotel for harried body-hunting journalists.

Sometime after midnight on the day when democracy is to be returned, the by-now plastered crowd goes nuts over a song called "Fey," which ostensibly is about a leaf that falls off a tree yet comes back to the limb, but which everyone knows is about Jean-Bertrand Aristide. As for General Cédras, he had left 48 hours earlier—but only after the Americans agreed to rent his beachfront villa and hilltop mansion at market value.

In spite of all the preparation, Aristide's big day turned out to be more of a pain in the ass than anything. When the Haitian Army band arrived at the palace, playing a march, it was flanked by American soldiers whose presence prevented the crowd from killing them. Their procession was followed by a mock parade of people singing everyone's favorite, "Cédras Manjé Caca."

Soon the choppers landed—CNN's first, Aristide's later—and what unfolded was a pure Washington media event. Luminaries included Secretary of State Warren Christopher, Rep. Joe Kennedy (wearing the family's trademark toothy smile), Hollywood director and Haitiophile Jonathan Demme, and Reverend Jesse Jackson, who, on his walk from the helicopter, strode purposefully close to the TV cameras, perking up when someone in the crowd shouted, "Run, Jesse, run."

This being the television event that the Clinton administration will use to justify the United States military intervention to all the folks back home, American organizers planned to set up a flatbed truck directly in front of the palace steps for the TV cameras. Of course, that would have blocked the

view for most of the natives who turned out to see their new leader step up and reclaim his power. Just who, exactly, is in charge here?

When Aristide's people complain, a compromise is reached, and the truck is placed off to the side. Serendipitously, the new angle provides a coup of its own for the Sunday *New York Times*.

The goal among the *Times*' photographers is to keep wire-service pictures out of the paper—especially off the front page. The mission is accomplished when Aristide makes his one expressive hand motion of the day, and free-lancer David Murray Jr. shoots it from the relocated flatbed at an angle that cuts through the glare of the bulletproof glass surrounding the diminutive leader.

The Wind-Down

With Aristide back, the secretary of state gone and the photo op over, things return to relative normalcy in Haiti. After several days with no dead bodies turning up in the streets, two Aristide supporters are found hacked to death just hours after returning to the Cité Soleil slums from the countryside, where they had been in hiding for three years. So much for change.

By Sunday night a rumor starts up that Haiti's new top general has tried to assassinate Aristide, but it turns out he only tried to bring a grenade launcher into the palace. Nevertheless, the city freaks out, with mobs of vigilantes forming roadblocks in order to pull fat, light-skinned Haitian women from behind the wheels of their Range Rovers—to search for weapons and scare their bourgeois butts.

As the parties linger, now in celebration of Haiti's reconstituted government, a 32-year-old local, Pauly Raymond, explains all the commotion, both good and bad, without mincing words: "They're afraid of a fucking shit coup d'état again." In the days that follow, American troops become the protectors of accused *attachés*, who are being dragged bloody from their homes by angry, vengeful mobs. Accompanied, every so often, by a kid with a broken phone. ☹

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THE PERSONALS

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BROOKLYN, QUEENS, S.I.

SF 39, 5'9, brown hair, green eyes, very attractive, warm, witty & vivacious. I enjoy the arts, dining, dancing, jazz, swimming, biking & museums. Seeking someone 40-48 with similar interests & a great sense of humor. Call Ext. 13225

SHF 28, black shoulder length hair, 5'4. I like going to the Village, parks, museums, going upstate, & just getting in the car & driving to places unknown. Seeking S/DWM 25-35, well built, children ok. Call Ext. 13357

SF age 34, 5'8, 140 lbs, employed professionally. Looking to meet that special person to build a special relationship with. Call Ext. 13370

SF Professional, sensitive, 5'4, 124 lbs. Seeking a White male, slim, sincere, romantic who enjoys jazz, ballet, outdoors for friendship or relationship. Call Ext. 12435

SF Looking for a man that has an educated job, is fun to be with, is romantic & loves to go out to dinner & a movie. Looking for a man 36-44. Call Ext. 13097

SWM Very intuitive & creative, with big green eyes and a warm big heart. Seeking a female, any race or religion, who is also intuitive and creative, for fun and possible relationship. Call Ext. 12753

SM 23, 5'10, Italian, well built, part-time model. Looking for a woman 18-25, blonde & beautiful. Petites welcome. Call Ext. 13406

SM 26, fit, muscular. Like to work out. Seeking a single female 19-28, is slim, fit, has a good sense of humor & likes to have fun. Call Ext. 13358

DM 34, 5'9, 165 lbs., auburn hair, mustache, blue eyes, attractive, no children. Looking for a sincere, honest woman who wants to take things one day at a time. I like to rollerblade, bike, walk on the beach, theater & movies. Call Ext. 12546

SWM Stand up comedian, 33, 5'6, in great physical shape. I like sports, movies, having a good time & laughing at life. Seeking a woman 18-25, pretty, intelligent & has a good sense of humor for friendship & possibly more. Call Ext. 13010

SF seeks same. I'm a competitive body builder, 5'1, brown eyes and shoulder length hair. Interested in dating with the objective of a meaningful, monogamous relationship. Not into drugs, alcohol or cigarettes. I don't care to have that in a relationship. Call Ext. 12453

MANHATTAN

SF 5'3, brown hair and eyes, nice body. Looking for a male that wants to have fun and enjoy each others company and take it from there. Call Ext. 816868

SF 19, 5'6, 130 lbs., brown eyes, auburn hair. Looking for a man 20-25 who likes to party, shoot pool & in general just have a good time. Call Ext. 13238

SM 28, 6'1, Italian. I like a girl between 5'5-5'10. A lot of girls tell me I look like Tom Cruise or Mel Gibson. Call Ext. 13680

TO PLACE YOUR OWN
FREE
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1-800-293-5704

SM Very athletic, employed, in good shape with washboard stomach. Long dark brown hair & blue green eyes. I like trying new things and have diverse interests. I have two masters degrees. Call Ext. 13862

SM Attorney, 37, 5'11, 190 lbs, brown hair & eyes. I've recently relocated to the NYC area. Interested in meeting someone who enjoys dining out, the theater & is a good conversationalist. Call Ext. 12256

NEW JERSEY-201 AREA CODE

SF 19. I love to scuba dive, snorkel, swim, walk on the beach, water ski & snow ski. I'm looking for someone to share my time with & have a good time. Definably, has to party, but likes to stay home some nights to watch movies or just talk and be close. Call Ext. 12194

SWF Creative, spontaneous. Would like to meet an attractive SWM who is spontaneous & fun. Ages 28-38. I'm 5'5, blonde with blue eyes. I'm physically fit & very attractive. I like to have fun and make the best of every day in every way. Call Ext. 14137

SWF 31, 5', cute, independent, personable, college graduate. Enjoys shows, concerts, playing pool, sports & good conversations. Looking for SM 25-40 who is mature, easy going & honest. Call Ext. 12734

SWF Beautiful, sexy, 5'8. Enjoys working out & doing everything. In search of a cute, sexy male with short black hair, dark eyes, is fun & is looking for a serious relationship. Call Ext. 13738

SM Blonde hair, blue eyes, 5'8. I like boating, water/snow skiing. Looking for a girl 20-30 to spend quality time with. Call Ext. 13447

DWM 42, 6' & 165 lbs. I'm a construction designer, musician & father of two boys. I love music, exercising, mountain biking, fine wine & dining. Looking for someone with similar interests, romance, relationship. Call Ext. 13832

SWM Very handsome, body builder, 200 lbs, blue eyes, brown hair, 32, very well educated. Seeks someone thin, athletic & most of all intelligent. Race & age not important, sincerity a must. Call Ext. 13639

We are a married couple in our 30's. She is 5'5, 120 lbs, very attractive. I'm 5'10, 165 lbs, attractive. Looking for similar couple for fun times. No bi-sexual men. Call Ext. 13214

PHILADELPHIA

DWF 34, with two terrific children. 5'2, 110 lbs., blonde shoulder length hair and blue eyes. I'm a very family orientated person looking for someone who also is & is honest, loving, caring, nurturing, financially & emotionally stable. 5'10 and up. Call Ext. 12508

SF Interested in meeting a nice gentleman who can treat a woman like she's supposed to be treated. Call Ext. 12608

SF 30, never married & no children. Looking for a serious relationship with a nice guy who will treat me as a equal and spend his life with me. Call Ext. 12613

SF 19, hazel eyes, brown skin & brown hair. If you want to find out more, call me! Call Ext. 13026

SF 40, 5'2 & 135 lbs. I enjoy outdoor activities, skiing, hiking, the shore, plays, dancing & dining out. I'm adventurous & spontaneous. I'm looking for someone who is honest, sincere, monogamous, financially secure and has similar interests as mine. Call Ext. 14045

SM I am the man that your mother told you to never mess with, but I have reformed. I am interested in sports, museums, going out, traveling and a lot of other things. I am looking for a woman that is intelligent for great conversation, for a companion, maybe a future wife. Call Ext. 11943

SM 25, 6'2 & 230 lbs. I like dining, dancing, going out, love the beach, comedy shows, traveling & cooking. I'm a hard worker & have my own business. Looking for a friend & someone who likes the same things I do. Call Ext. 13013

SWM 26, very handsome. Seeks kindred spirit. An attractive woman, with a passionate heart & an old soul. No age limit. Call Ext. 13014

SM 34, hard working, intelligent & generous. Searching for an open minded, slender, intelligent, single White female, for a relationship. Call Ext. 13287

MIAMI

SF New to Miami, 39, attractive. Enjoy cooking & lazy hours on the beach. Looking for a well read man 40-55, able to make me laugh, for friendship & maybe the beginning of a love story. Call Ext. 24452

SF Professional looking for someone who is also professional, 35+ for dating and possibly more. Must not be shy. Call Ext. 23879

SF 23 & 5'7. I live at Miami Beach. Looking for a guy who likes to travel & have a good time. Call Ext. 24033

DF Attractive red head in super shape who is fun loving & intelligent. I'm seeking a companion for dancing, dining & fun. Looking for someone 40+. Call Ext. 24734

SM New to Fort Lauderdale area, 19, long brown hair, blue eyes, 6". Looking to meet woman 18-25 for relationship and someone to show me around. Call Ext. 24779

SM 23, attractive, 5'8, baby blue eyes & blonde hair. Looking for someone who is very special 18-29. Someone who likes quiet walks on the beach, candlelight dinners & just likes to stay home & snuggle. Call Ext. 23967

SM 25, 6'1, 210 lbs, dark hair, hazel eyes. I love sports in general but particularly like baseball. I keep active by playing tennis & going snorkeling on the weekends. I enjoy Florida sunrises, taking long strolls on the beach. Other times I just curl up in front of the TV & watch old Hollywood classics. I also love fine arts, music, travel & animals. Call Ext. 24311

SM 33, professional. Looking for someone preferably my age maybe older, up to 40 is fine. I like spending time at the beach, like sports, bike riding, reading, watching movies, going to dinners & movies. I'm really looking for a relationship, preferably long term. Call Ext. 24303

I'm a male from Fort Lauderdale, 6', brown hair & eyes, decent build. I like to work out. Love to read, write, go to the beach, watch movies. Looking for one or two bi-sexual women who would like to have a sincere relationship. Call Ext. 24065

CHICAGO

SF 27 & cute. I'm looking for a guy that has long hair & likes to party. Call Ext. 31194

SHF I am 31 years old, have brown hair and brown eyes. I'm searching for a single male between the ages of 30-35. You must be a nonsmoker, enjoy romantic evenings, be honest, attractive and caring. You must have a good sense of humor. For a sincere friendship and possibly a relationship later on. Call Ext. 38584

SBF 5'11. Looking to meet Black male, at least 6'2, 34-40, about 230 lbs, with no children and lives alone. He must enjoy sports, be very romantic and know how to treat a woman. Call Ext. 38730

SF 29, who enjoys swimming, roller skating, loves animals. I want to meet someone who does not lie or smoke. Call Ext. 38986

SM 32, 5'6, 160 lbs. & a chef. I'm looking to meet someone for a long term relationship. I enjoy walks along the beach, bowling & swimming. I'm looking for someone with the same interests who enjoys nice romantic dinners. Call Ext. 31380.

DM 30, 5'10, 178 lbs., black hair streaked with gray, brown eyes. I have two children. I like everything from classical music to Rush. I parachute, rock climb, run & I have a good sense of humor. Looking for someone 21-35. Call Ext. 38626

SWM 34, clean cut, nice looking, 6'3, brown hair & eyes. Enjoy baseball, hockey, football, camping, ethnic dining, movies, museums. I am very sincere, honest & know how to treat a lady. ISO SWF who has similar interests & who likes to have fun, enjoys good conversations, is down to earth & sincere. Call Ext. 39812

SM 6'2, 210 lbs.. I'm a professional, drug free, good looking, have brown wavy hair and mustache. Looking for a SF or DF 20-35, open minded, fun loving & nonsmoker. Prefer no children. Call Ext. 39883

LOS ANGELES-213 AREA CODE

SBF 21, model. I'm looking for an attractive man, 22-27, 5'9 or taller who enjoys going out and having fun. Don't get me wrong, if this is not a description of you that's fine, you can still give me a call and leave a message. Call Ext. 75975

SF Tall, educated, attractive, very caring & kind. Looking for relationship with a man who is intelligent, tall, attractive & takes good care of himself. Someone who has a good sense of humor, sensitive and is also caring. Call Ext. 74447

SF Professional. I like to travel and try new things. I love all types of music and dancing. I'm looking for someone around 34 to 45 to do things together with. I'm 41, but I look younger. I'm full figured and never boring. Looking for an independent man with a job, who is not tied down with children. Call Ext. 76241

SF I'm looking for someone that is between the ages of 20-25, outgoing, intelligent and has a mind of his own. Call Ext. 77057

SF 19 Looking for a guy to have fun with, not really a committed relationship but basically just a fun relationship. Call Ext. 76910

SF 18, 5'7, 125 lbs. & very attractive. Looking for the perfect gentleman, the perfect guy, the perfect man. He must light skinned, Black, at least 20-24, very built, at least 6'4-6'8, 190-230 lbs., athletic, football player, monogamous, respect women to the fullest and will be there for only me. Call Ext. 76016

SBM Hold on tight and welcome to the wonderful world of Box 76369! I'll be your tour guide as we explore the deepest regions of hearts, minds and our souls. I'm 27, 6', 195 lbs. I've been told I'm good looking, but I'll allow you to be the judge. I enjoy cuddling, laughing, singing and being romantic. Call Ext. 76369

SBM 33, 6'1, black hair. Caucasian ladies are so beautiful. Seeking a single White female, long brown hair, non-smoker, non drug user, with no children, 33-52. Call Ext. 75049

SM New to the area, college student. Looking to meet people. Enjoy just about everything. Call Ext. 76032

SBM 22. Looking for a woman to show me that there are still good women out there. I'd like to meet a woman who is independent, intelligent, mature, humorous, smiles a lot and means it. A woman who will treat me like a prince so that I can treat her like a queen. Call Ext. 76202

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SM 26, from London, employed, 6'3 & 190 lbs. Looking for a lady 20-40 who is down to earth, knows what direction she is going, who thinks about tomorrow. Race is unimportant, but must have a wonderful personality. Call Ext. 76174

SM 6'1, 198 lbs, handsome, physically fit. Interested in beautiful, fun loving, exotic, physically fit, intelligent women. I enjoy traveling, romantic adventures, music, going to the movies, walks on the beach, spiritual conversations & being health conscious. If you're looking for an intelligent, well traveled, confident, secure man I'll be looking forward to meeting you. Call Ext. 76430

LOS ANGELES-310 AREA CODE

SWF 42. Looking for a single White male. I'm a member of a couple of organizations. I tend to gravitate towards brilliant men, who are prestigious in their field. I've been described as cute, well built. Looking for a long term relationship, that can start out as friends. I like cats, astrology, metaphysics & the music industry. I'm not very practical, so I appreciate a practical & well established man. Call Ext. 76451

SF 29. Looking for a male 25-34, who is serious minded, employed & ready for a serious relationship. I'm a very serious person & have one child. I like walks on the beach, going to movies, sports, bowling. I'm looking for a romantic man, who likes outdoor activities & has similar interests. Call Ext. 76597

SF 31, 118 lbs., very pretty, wonderful personality, independent and sensitive. I like to have fun, be romantic and love to share times with someone special. I'm looking for men 30-38 with a good sense of humor. Call Ext. 77235

SF 26. If you're a very nice gentleman, a special person that likes to talk, are ready to settle down, and are looking for a very sweet young woman to spend the rest of your life with, then leave me a message. Call Ext. 74182

SM 5'7, 175 lbs., African-American, never married, in school to become a travel agent. Looking for SF very attractive & language. You must be fluent in at least two languages, outgoing & attractive. I also really enjoy playing basket ball. Call Ext. 76627

SWM Attractive, tall, 25, just arrived from Scandinavia. I like sports, the beach, having fun. Looking for a nice girl, 20-30, any race, just be attractive like me & slim. You must be smiling & understanding. Call Ext. 77405

SM I am a nonsmoker, philosophically, I am non religious, politically, I am sort of a morning person. My interests include frogs and a variety of other things that we could talk about later. Call Ext. 75383

SM I'm French & new to the California area. Looking for a woman to show me around. I love to dance, cook & would like to have someone to cook for. Call Ext. 76320

SWM Very handsome, blue eyes. Looking for a deep & romantic relationship with a beautiful lady. I'm passionate, in great shape, playful, have a masters degree, very giving & active. I seek a smart, tuned in, healthy and good looking soul mate. Call Ext. 76881

SM 23, 6', 180 lbs, Harvard law student, muscular, in shape, told I'm very good looking. Seeking a WM. I'm part Black & part Indian. I like movies, football, reading, good conversations. No games. I like honesty. Looking for someone for a long term relationship. A friend as well as a companion. Call Ext. 76755

SAN DIEGO

SF 34, 5'6, blonde hair, brown eyes. Looking for that special man who likes rap music & hip hop. I dress hip hop & love to go to dance clubs. I'm not looking for someone who plays head games, but for someone who is honest & wants to have a fun relationship leading to something more. Call Ext. 75891

SF Looking for SM, tall/short, dark & handsome. I'm fun to be with & have a great personality. I like excitement, hiking, basically all types of sports. Call Ext. 76951

SF Honest, sincere, fun loving & educated. I enjoy music, travel, dancing & adventure. I'm looking for that thoughtful man, 25-45, to communicate and grow together. Call Ext. 76331

SF, 37, 5'2, slim, blonde and cute, extrovert with a great social life & variety of friends. My motto is: Why not go out on a limb, it's where the fruit is. I'm starting a new business that reflects who I am. I'm sincere, passionate & give my friends loyalty & respect. I use a cane due to arthritis, which doesn't really stop me. I don't drink, smoke, do drugs, never been married & have no children. I like drives in the country, walks on the beach, adventure, travel, reading & meeting new people. Looking for a man who likes to communicate, is pleasing to the eye and is curious about meeting me. Call Ext. 76441

SM 31, 5'8, 145 lbs. physically fit, professional, blonde hair, recently relocated to this area. I'm seeking a sincere, intelligent, physically attractive female, 25-35 for stimulating conversation & possible relationship. Sense of humor is also important. I'm athletically oriented & my interests include all sporting activities, animals, traveling, nature, hiking, cooking, picnics, walking on the beach & meeting new people. I am looking for a lady to expand my horizons & to teach me the San Diego way of life. Call Ext. 75202

SWM 31, moved to San Diego recently. I know a few people & would love to make some more friends. I'm starting my third business here. I'm outgoing, like to go to the gym, run 4 or 5 times a week & don't smoke. I am very affectionate, honest and a good listener. Call Ext. 75642

SM Medical professional, 158 lbs, sensitive, caring, humorous. ISO female 21-40 who is interested in a long term relationship, possibly marriage with children. Nonsmoker. Call Ext. 76534

SBM 39, 5'9, 180 lbs., medium build & new to the area. I'm a fun loving person. I like to cook & spoil the lady that I'm with. I'm looking for a female 35-42, attractive, well built & has a good sense of humor. Race is unimportant. She must be generous & like the outdoors. Call Ext. 76489

SM Top, 6'1, dark brown hair, green blue eyes. Looking for a bottom, loves music, likes to go dancing, go to movies, basically a romantic at heart. Call Ext. 74572

We are in our 30's. I'm bi, he's not. ISO SWBi female. Must be clean & discrete. Friendship a must. We're very secure. We like to go places, do things & have lots of fun. Call Ext. 74828

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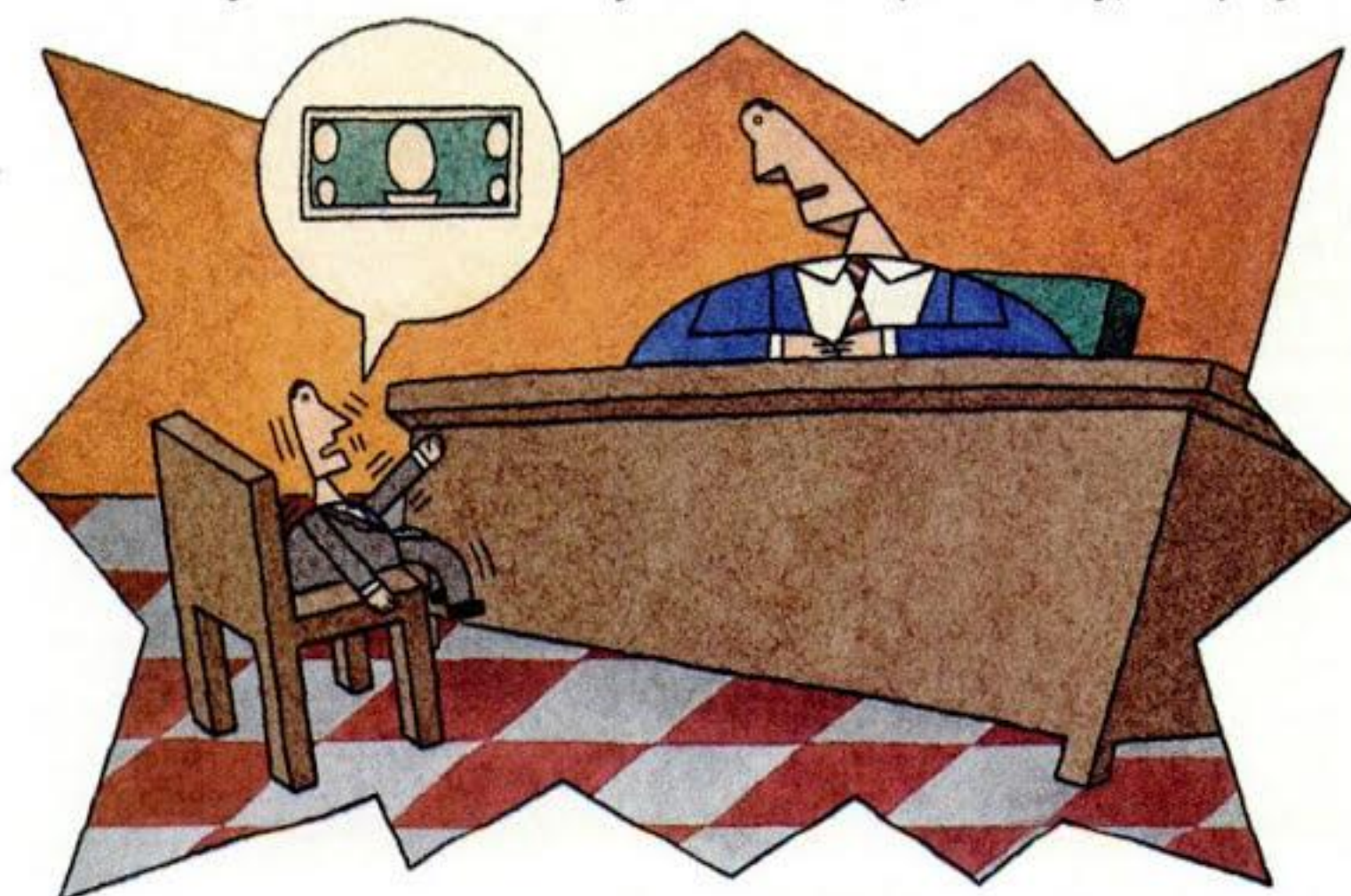
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RECENTLY I WAS OFFERED a very good job and was compelled, prior to its commencement, to negotiate the conditions of my employment. Rather than engage in face-to-face deliberations with my prospective employer about salary, terms, etc., I secured the services (do you hear the thinly masked bleat of terror under all this?); I secured the *yah woo woo mah mah yah babababa* terms, weekly plus much accepted; and threw myself whole-heartedly into the dumpster. Sorry, the project.



There. I'm all right now. It's just that talking about money is so terribly stressful that it tends one's rather to lose insane one's "mind." Money, after all, is the universal soldier, or rather the indivisible solvent, or I mean the Uniroyal road to the unconsciousness, to the extent that one still has a mind.

Naturally, in the above incident, I secured the services of a professional negotiator, who negotiated professionally. But the employer faked

right, rolled out left, bootlegged around my man, and called me direct. And, rather than respond with, "Please talk to my negotiator while I hide," I did a terrible thing, an ill-conceived

thing, a thing a person of my exquisite sensibilities ought never to do. I discussed the issue.

Which is to say I negotiated. I asked for money all by myself. Never mind that this strategy tended to moot, blunt, and quash outright the actions of my designated representative. Focus, instead, on how the act of discussing what I want (in terms of money) leaves me in the same state of Fear as that time in college I called to ask X for a date. (She declined, citing—well, citing nothing, now that I think of it. "No, thanks," was her response, although she may not literally have said "thanks" out loud.) The sweaty palms, the thudding heart, the blithering bird-brain consciousness flitting around uselessly in an otherwise empty skull atop a body yearning to bolt—we will have these moments to remember. And, indeed, to relive each time we, or at least I, take part in setting the terms of my "deal."

(Pre-emptive acknowledgment of concerns of certain readers: "Why," some people in their twenties are now thinking, "should I feel sorry for this 'dude' over his lamentations about money? At least he *has* a deal. At least he has a *job*. Why waste precious tears I might otherwise put to good use shedding over myself?"

Similarly, "Why," certain select readers in their thirties might now be murmuring, "should I respect the wimpish phobias of this 'bozo' when he whines about the only thing we, in our Republican smugness, know how to talk about?" These are very pressing criticisms and deserve the fullest consideration.)

Need I point out that the offer of money for work causes us to confront the often conflicting issues of our abstract public status in the present, as well as our material private condition in the future. Isn't that interesting? Why, yes, it is. And it is precisely on this plane of fascinating theoretical discourse that Fear does not live, does not shop, does not even deign to visit for a quick "getaway" weekend.

No, when it comes to negotiating one's own terms of employment, Fear lives and conducts its nerve-harrowing business on two other, different levels. First is that of money. As you

The Root of All Neurosis

know, the world will eat you and your dependents unless you appease it by constantly throwing money at it. The Buddha did not believe this, but he was, if memory serves, born rich.

Thus, an offer of a job is an invitation to think about whether you have enough money, and what you are prepared to do to get more. But who is offering? The employer, in whose company we descend, or ascend, or fox-trot clumsily, to the other level on which Fear waits to meet us: that of boss as parental surrogate. Our superior on the job is, perforce, our symbolic daddy or mommy. They have the power to command us, compliment us, nurture us, and, like parents the world over, fire us.

Think Fear doesn't have fun with that? Study this sample dialogue:

DADDY: This is how much money we are going to give you.

YOU: No, you mean Daddy! I want more.

DADDY: And believe me, you deserve it. But the budget recent limited downsize, comptroller revenues board members, exposure projections. Of course, in time, downstream the future potential. And advancement expansion promotion plus et cetera.

YOU: —

But then, what do you say? "I WANT MORE NOW"? The very theme and strategy of your becoming an adult—i.e., learning to limit and control your desires; abjuring the throwing of tantrums and becoming a big boy; practicing discipline and acquiring a sense of pride in self-denial—serve to hamstring and hobble you in a marketplace hordlefest over salary and benefits.

Because isn't it kind of...immature to demand more? And if you persist, won't Dad and Mom kind of...I mean, it's all balderdash, of course, but still...might they think less of you, find you to be a great disappointment and, in the end, stop loving you?

So you don't talk to them. You talk to their "person." Better, you have *your* person talk to their person. This, of course, is the professional way, and yet even it cannot insulate you from other dilemmas, other contradictions, other

Fears. Their offer is what they think you're "worth." Do you agree? Their money is small but real; your sense of your "potential" is big but theoretical. Which weighs more?

What if, once everyone's persons are finished, you make the wrong decision? What if you "let yourself go for too little"? What if you "could have done better"? What if it turns out they "played you like a fucking Stradivarius"?

Thus, when a prospective employer says, "Tell us your salary requirement," I never know what to say. Probably it's a trick question, to which there is no right answer. Quote something modest, and you could both be cheating yourself and issuing an invitation to the employer to take advantage of you forevermore. Come in too high and you look greedy and "unreasonable," to your (modest, mature, adult) self if not to them. "None of your business" seems, in this context, an inappropriate response.

Still, the boss is waiting for an answer. How to respond? I am reminded of a time, at a restaurant, when a friend pointed to a middle-aged, balding gentleman dining with others across the room and said, "See that guy? Every time I come here, he's sitting over there with other people, and no matter what he's talking about, sooner or later he ends up using the phrase 'a hundred thousand dollars.'"

Maybe that's the way to do it. Whenever someone in a professional context asks about money, simply say, "a hundred thousand dollars." It's the equivalent of those famous people who possess a closetful of identical clothes. Someone says, "We're putting together a book on pets. How much do you need to write a 400-word little squib about the experience of getting a new dog?" You say, "A hundred thousand dollars." They say, "We only have budgeted two hundred dollars per contributor, plus a copy of the book." You say, "I'll take it," and to yourself you say, "Well I tried."

And what of my recent negotiation? How did I "do"? Did I get what I wanted, or a reasonable facsimile thereof? I don't want to talk about it.

—Ellis Weiner

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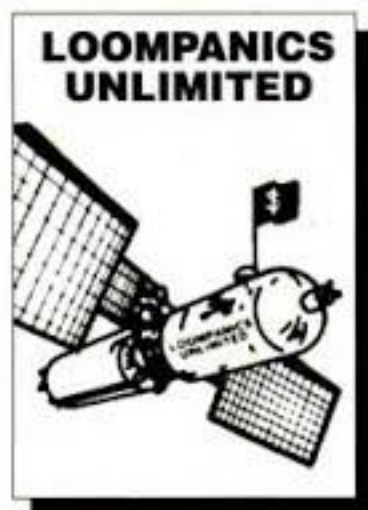
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IN ALL THE RECENT hype about CD-ROM technology—at least 8,000 titles on the market and more than 20 million computers with CD-ROM drives—one important fact has been overlooked. The ability to store the equivalent of 450 floppy disks on a single CD (including video, sound, and photos) does not necessarily mean you WANT all the information that can be stored on those 450 floppies.

CD-DUM

Consider this musical analogy: Would you rather own 450 Garth Brooks tapes or one Garth Brooks compact disc? Right! You don't want *either*. With that in mind, here are the eight dumbest CD-ROMs available on the market today—plus two that deserve an honorable mention.



1. CD-Romance (\$49.95; Romulus Productions, Inc.)

Packaging come-on: "Begin Your Love Affair with CD-Romance."

Lame Reality: This disc is like the personals page of a backwoods town's apart-

ment complex. You fill out a profile that includes your sex, age, height, religion, ethnic background, relationship goals, and whether or not you smoke. The program then attempts to match you with at least one of 312 real lonely-hearts. There's also a general search function in which you can look for matches who share specific interests.

Hint: Entering the phrase "Looking for a good fuck" clears the deck of potential matches.

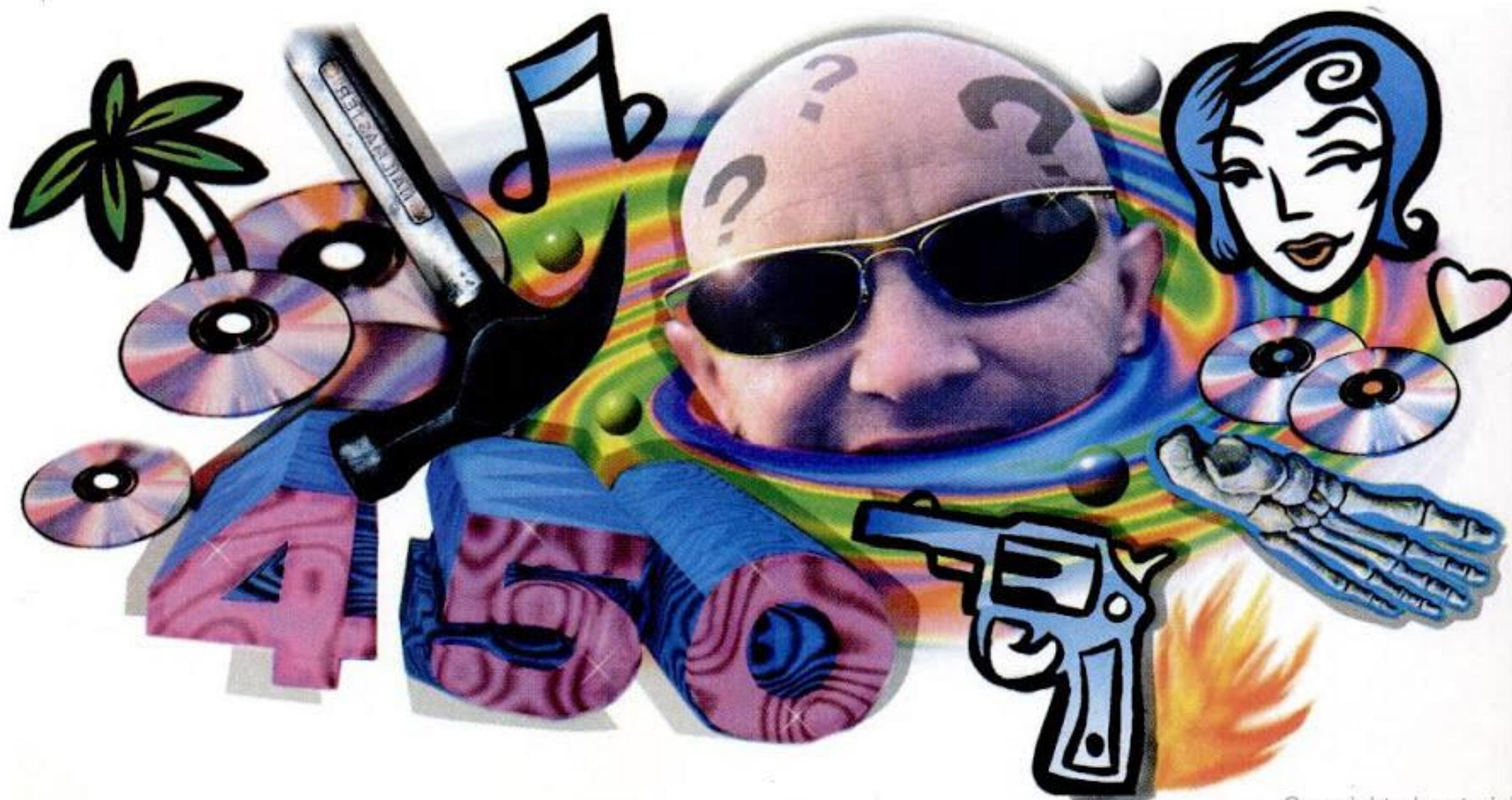


2. Mighty Morphin Power Rangers (\$39.95; Xiphias)

Packaging come-on: "Follow Jason, Trini, Zack, Kimberly, and Billy as they battle an intergalactic sorceress who will stop at nothing in her attempt to conquer the universe."

Lame Reality: You select from among stale video clips from five episodes of the Fox Network live-action weekday kids' show, which is about as exciting as being able to choose new colors for Barney. No doubt someone brainstormed this idea up over their morning coffee and the discs were shipping to Egghead before noon.

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I'll tell you, I surprised the hell out of myself. By following the guidelines set forth in the book, I picked up 2 girls in the same nightclub on the same night. Granted the circumstances were a bit unusual, but I never would have 'picked up' either one of them had I not read your book earlier that day . . . When I first sent off for the book, I thought the price was a little high. But now I feel that it would be cheap at twice the price.

Richard L., Calif.

It works. I wasn't even halfway through it and I got a girl! Even my brother—who has taken out every girl in the world—said Wow! when he saw her. She and I are quite close already.

A.W., Mass.

Just thought I'd drop you a line to let you know that your book changed my whole damn life. I don't know what kind of accomplishment that is, since I'm only 18 and highly susceptible to change, but just for the

How To Pick Up Girls!



Eric Weber's World Famous Classic

record, you did it. They're calling me now, if I don't call them.

D. Taylor, Colorado

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Hint: You'll learn such fascinating tidbits as: Zack's favorite food is meat loaf; Kimberly likes archery; and Billy is an Aries.

3. Man Enough: The Ultimate Social Adventure (\$39.95; Tsunami Media, Inc.)



Packaging come-on: "Five women and you. They want it all: conversation, adventure, and style. Are you up to the challenge?"

Lame reality: "Fatal Error: Out of Memory." *Figures.*

4. The National Health Care Debate CD-ROM (\$79.95; I-Mode Publications)



Packaging come-on: None.

Lame Reality: Ever wonder how legislative aides get those rings under their eyes? Because their jobs include reading documents like those collected on this CD-ROM.

Hint: Includes a computerized yellow highlighter!

5. Who Shot Johnny Rock? (\$49.95; American Laser Games, Inc.)



Packaging come-on: "Live Motion Picture Action CD Shooting Game."

Lame Reality: You are hired by an indestructible bimbo named Red (you can't destroy her—we tried) to investigate the death of scumbag Johnny. Because the game's content is so thin, you can predict exactly where the bad guys are hiding after three games. Needless to say, that takes considerable edge off the adventure.



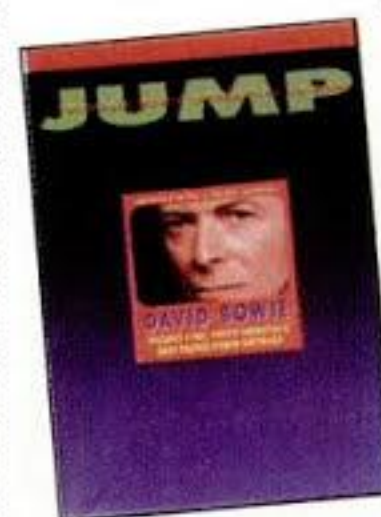
6. Hawaii High: The Mystery of the Tiki (\$39.95; Sanctuary Woods Multimedia Corp.)

Packaging

come-on: "Jennifer [has] just moved to Hawaii from New York City and this island paradise seems more like a nightmare. Then she meets Maleah.... With you as their guide, these new friends embark on an exciting adventure."

Lame Reality: Remember the episodes when the Brady Bunch travels to Hawaii? You will.

7. Jump: The David Bowie Interactive CD-ROM (\$49.95; Ion)



Packaging come-on: "Interact with a legend!"

Lame Reality: Stuck on one floor of a sterile high-rise, you can click on objects to see and hear Bowie talk about his latest forgettable songs. Comparable to channel-flipping when every station is VH-1.

8. Firefighter! (\$29.95; Simon & Schuster Interactive)



Packaging come-on: Photo of dashing firefighter in a *Backdraft* pose.

Lame Reality: Your guide is Mike. "Hi! I'm Mike. But everybody around here calls me the Can Man because I like to make sure every house in town has one of these [a fire extinguisher]." From there begins a pyromaniac's wet dream, with lots of video footage of burning buildings and a reference area where you're given instructions on which materials burn fastest.

Hint: You even get to ride in the fire truck as the guys answer a call! *Whooppeee!*

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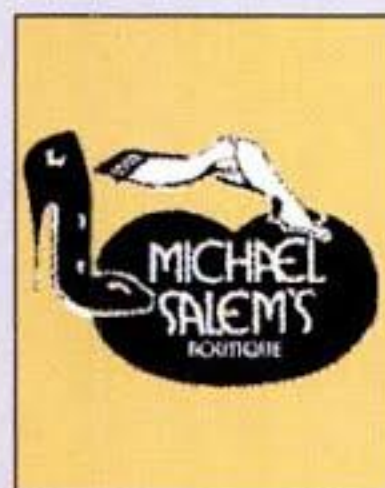
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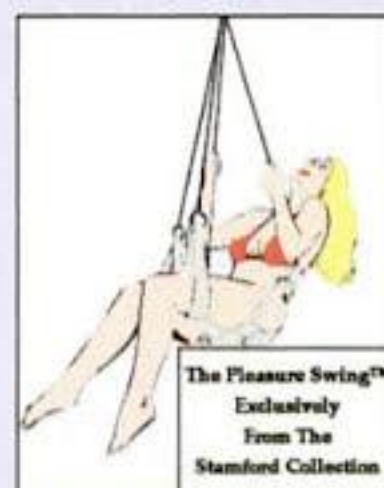


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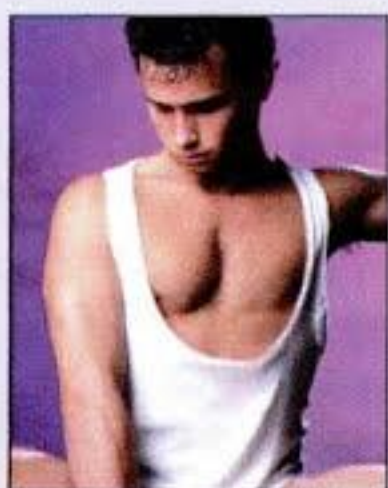
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1 "Right height. Wrong gender," laments RuPaul. 2 An embarrassed Lauren Hutton asks Kitty Carlisle Hart if there is an asparagus spear caught between her teeth. 3 "Nothing turns Bruce on like watching me tango with another woman," boasts Demi Moore. 4 Nick Savalas shows squeeze Tori Spelling the proper stance for flipping bottle caps in New Jersey. 5 Linda McCartney shows off her new line of jumbo frozen entrees at a press conference. "The bloody things used to come in such tiny portions..."

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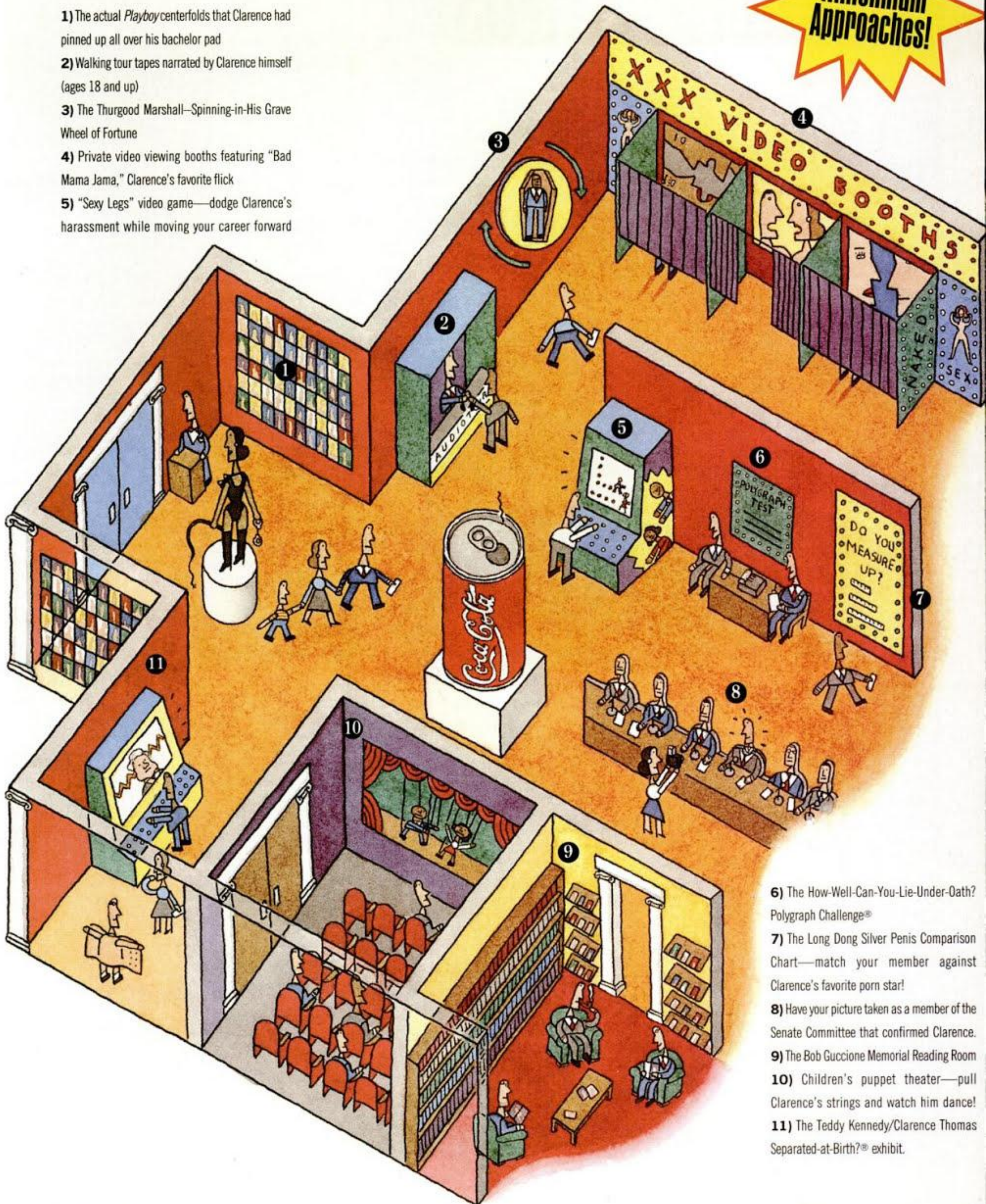
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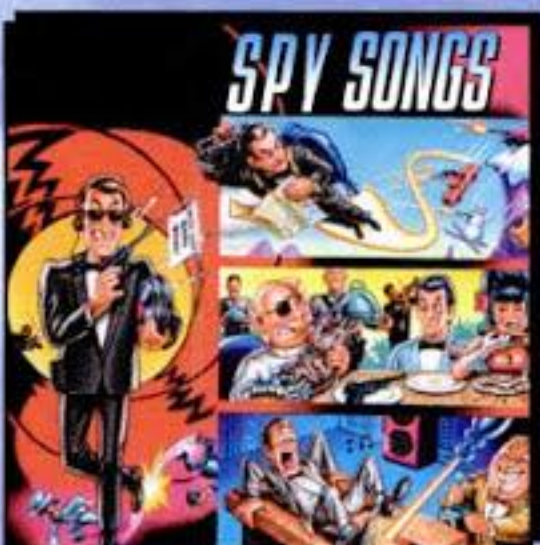
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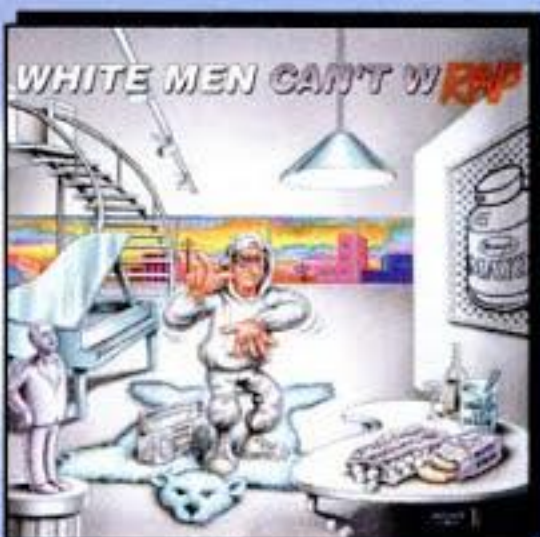
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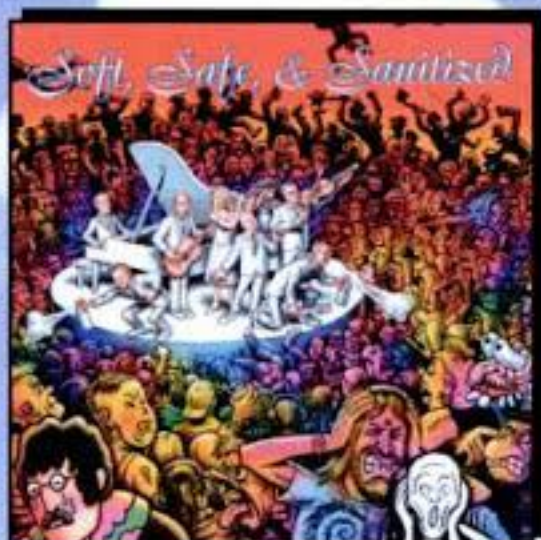
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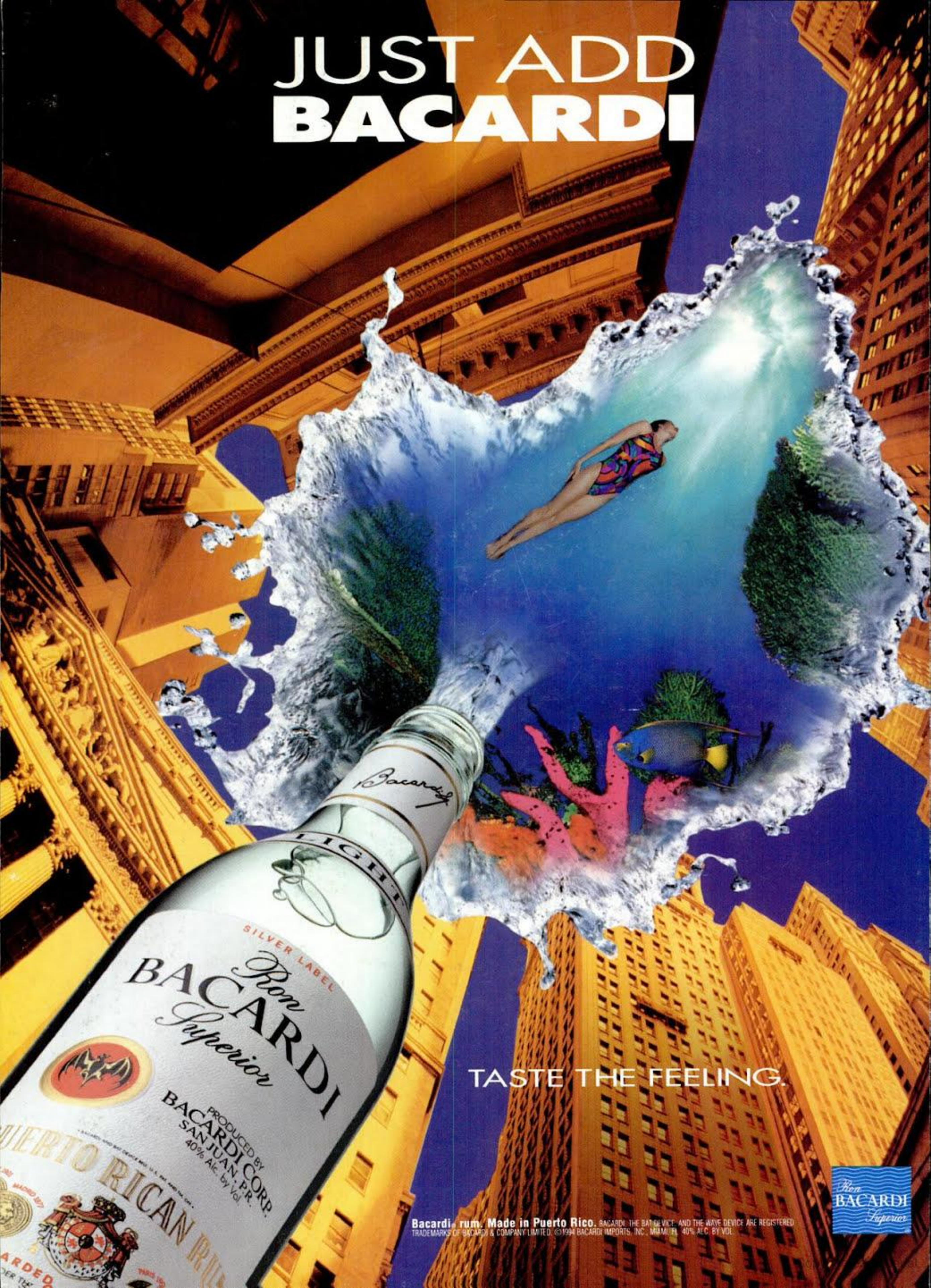


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